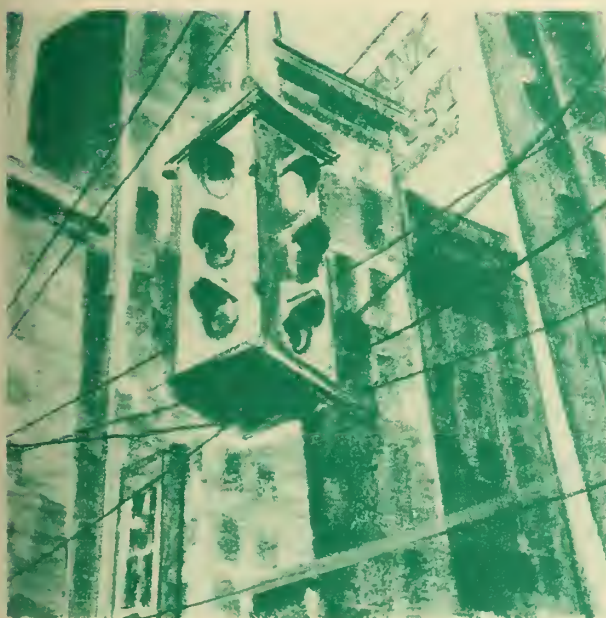


1967 CENSUS OF BUSINESS



REFERENCE COPY



MAJOR RETAIL CENTERS

in Standard Metropolitan
Statistical Areas

VIRGINIA

MAY 20 12 24 PM '70
U.S. DEPARTMENT OF COMMERCE
BUREAU OF THE CENSUS



The 1967 Census of Business reports will comprise eight volumes:

Vols. I, II, III, IV—Retail Trade

Vols. V, VI—Wholesale Trade

Vols. VII, VIII—Selected Services

Retail Trade reports are issued first as separate preprints and then brought together in the following volumes:

VOL. I. RETAIL TRADE, SUBJECT REPORTS

A U.S. summary chapter and chapters presenting tabulations based on the following characteristics of individual establishments: sales-size; employment-size; single or multiunit ownership; and legal form of ownership. Statistics are presented for the United States, States, and standard metropolitan statistical areas, by kind of business. This volume consists of the subject reports previously issued as series BC67-RS.

VOL. II. RETAIL TRADE, AREA STATISTICS

A U.S. summary chapter and chapters for each State, the District of Columbia, Guam, and the Virgin Islands. Statistics are presented by kind of business, for counties, cities, standard metropolitan statistical areas, and for selected towns and townships in New England, New Jersey, and Pennsylvania. The kind-of-business detail varies in accordance with the number of retail establishments in an area. This volume consists of the area reports previously issued as series BC67-RA.

VOL. III. MAJOR RETAIL CENTERS

A summary chapter and a chapter for each State showing separate statistics for each standard metropolitan statistical area (SMSA) in the State. Each chapter presents data for the major retail centers (MRC's) in the SMSA's and for the central business district (CBD) in each city with 100,000 inhabitants or more in the SMSA's. Statistics for the CBD are presented for retail trade by kind of business. Data for each major retail center include (a) sales and establishment counts for total retail trade and for three major subgroups of retail trade and (b) establishment counts only, by detailed kind of business. This volume consists of the major retail center reports previously issued as series BC67-MRC.

VOL. IV. RETAIL MERCHANDISE LINE SALES

A U.S. summary chapter and chapters for each State. Each chapter presents statistics on (a) number of establishments and total sales for establishments in a specified kind of business, (b) the number and total sales of those establishments reporting their sales by the 25 broad merchandise lines, (c) the percentage of total sales accounted for by each of the 25 broad lines, and for (d) establishments handling a specific line, what percent of their total sales is represented by sales of that line. Additional merchandise line detail is shown for selected kinds of business. This volume consists of the reports previously issued as series BC67-MLS.

Issued May 1970

This report is a preprint of a corresponding chapter of Vol. III—Retail Trade, Major Retail Centers.

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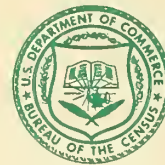
U.S. Bureau of the Census, Census of Business, 1967

RETAIL TRADE: MAJOR RETAIL CENTERS

VIRGINIA, BC67-MRC-46

U.S. Government Printing Office, Washington, D.C., 1970

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BUREAU OF THE CENSUS

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1967 CENSUS OF BUSINESS



BC67-MRC-46

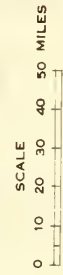
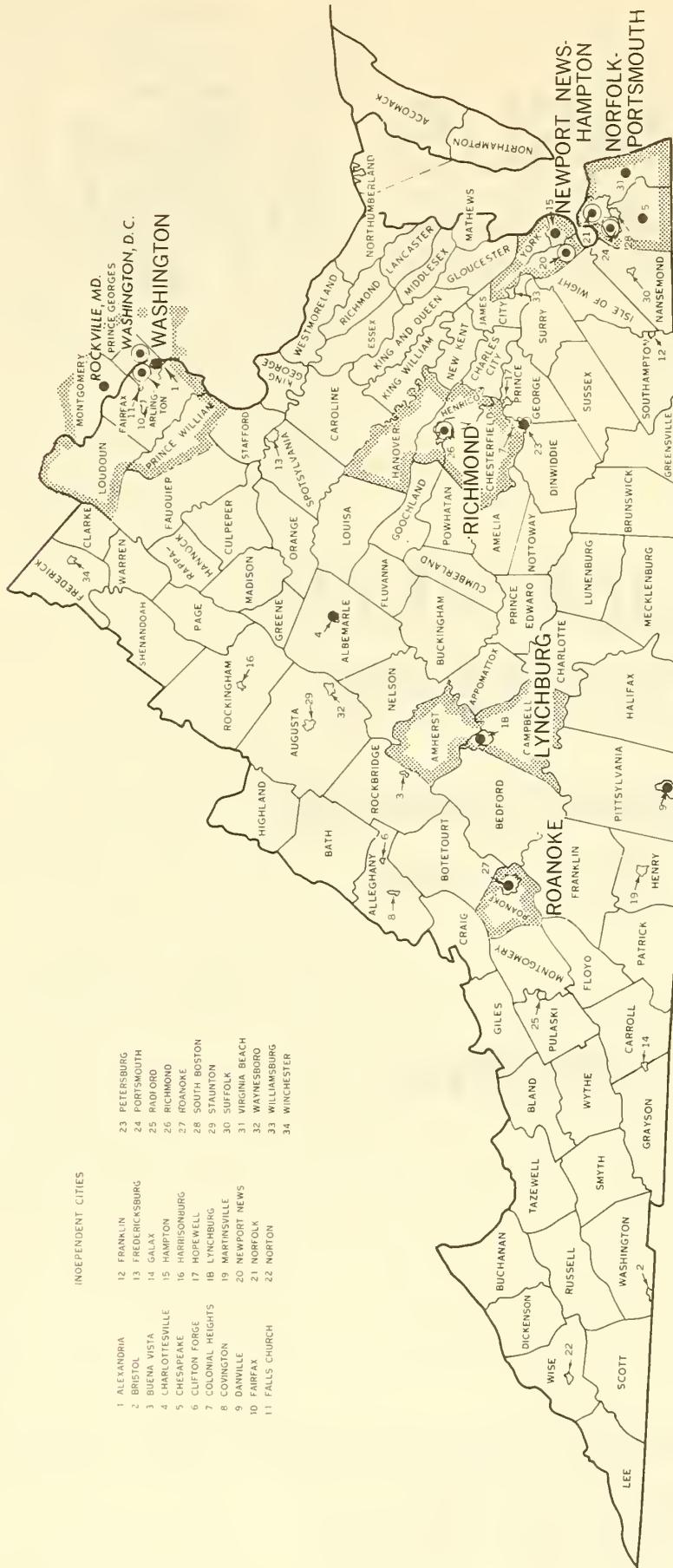
MAJOR RETAIL CENTERS

in Standard Metropolitan
Statistical Areas

VIRGINIA

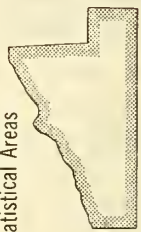


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VIRGINIA

- Incorporated places of 100,000 and over
- Incorporated places of 25,000-100,000
- Standard Metropolitan Statistical Areas



Introduction

AUTHORITY AND SCOPE—The economic censuses are required by law under Title 13, United States Code, sections 131, 191, and 224. The 1967 Census of Business portion of the economic censuses consists of firms engaged in retail trade, wholesale trade, and selected services (hotels and motels; personal, business, and repair services; and amusement and recreation services including the motion picture industry) which operated in the United States. In addition, the Census of Business covered public warehouses, dental laboratories, law firms, architectural and engineering firms, travel agencies, and truck and bus carriers not subject to economic regulation by the Interstate Commerce Commission. Data for the contract construction industry also were collected in this Census but published in a separate series of reports. The Census of Business also covered Guam and the Virgin Islands. A separate 1967 Census of Business, Manufacturers, and Construction for Puerto Rico was conducted jointly with the Commonwealth Government.

KINDS OF BUSINESS COVERED—This series of reports provides findings only for retail stores in the areas covered. Data for nonstore retailers are not included in these reports. For definitions, see appendix A.

AREAS COVERED—This series consists of a summary report and a report for each State showing separate statistics for each standard metropolitan statistical area (SMSA) in the State. Data for SMSAs which cross State lines, appear only in the State report in which the SMSA is primarily located. Each report presents data for the major retail centers (MRC's) in the SMSA's. Data are also shown for the central business district (CBD) in each city with 100,000 inhabitants or more in the SMSA.

DELINEATION OF MAJOR RETAIL CENTERS — Two types of major retail centers have been delineated for these reports: (1) Central business districts (CBD's); and (2) concentrations of retail stores (other than CBD's) located in each SMSA.

Since there were no generally accepted rules for determining what a CBD area should include or exclude, the Census Bureau (1) in

consultation with local census tract committees defined a CBD as "an area of very high land valuation; an area characterized by a high concentration of retail businesses, offices, theaters, hotels, and "service" businesses; and an area of high traffic flow"; and (2) required that the CBD ordinarily should be defined to follow existing tract lines, i.e., to consist of one or more whole census tracts. The emphasis on tract boundaries was based on the fact that census statistics other than those derived from the Census of Business are identified in terms of tract location and therefore can conveniently be tabulated for CBD's.

It was recognized that the tract basis for CBD's might lead to the inclusion of area segments not consistent with the first criterion or to the exclusion of small segments which clearly belonged within the first criterion. It was believed that these shortcomings generally would not prove to be serious and that the differences in area probably would not significantly affect the totals for the items being measured. Provision, however, was made for splitting tracts where a serious problem was encountered. The use of tract lines for boundaries also was consistent with the desire to keep CBD boundaries constant in order to maximize the value of comparisons over time.

In some cities previously established CBD's or similar areas which substantially corresponded to the Census Bureau's requirements for CBD's were accepted for use in the Bureau's program.

Major retail centers (MRC's) are defined by the Census Bureau as those concentrations of retail stores (located inside the standard metropolitan statistical areas but outside of the CBD) having at least \$5 million in retail sales and at least 10 retail establishments, one of which is classified as a department store.

MRC's include not only the planned suburban shopping centers but also the older "string" street and neighborhood developments which meet the above prerequisites. Frequently the boundaries of a single MRC include stores located within a planned center and in addition adjacent stores outside of the planned portion. In general the boundaries of the MRC's have been established to include all adjacent blocks containing at least one store in the general merchandise, apparel, or furniture-appliance groups of stores, and where a planned center is involved, to include all of the center.

Because MRC's tend to have a relatively small number of establishments, it generally is not possible to provide separate kind-of-business data (except for establishment counts) without infringement of the Bureau's legal requirement for maintenance of confidentiality. For this reason, it is necessary to limit the sales figures for MRC's to only—

1. Retail stores, total.
2. Convenience goods stores, i.e., food stores (SIC 54); eating and drinking places (SIC 58); and drug, proprietary stores (SIC 591).
3. Shopping goods (GAF) stores, i.e., general merchandise stores (SIC 53 part); apparel, accessory stores (SIC 56); and furniture, home furnishings, equipment stores (SIC 57).
4. All other retail stores (SIC 52, 55, 59, except 591).

This report series was started as a part of the 1954 Census of Business, at which time data were provided for a total of 95 CBD's. In the 1958 Census of Business additional CBD's were defined and MRC's were identified for the first time. At that time data were published for

109 CBD's and for 472 MRC's located in 97 SMSA's. The 1963 Census of Business included data for 131 CBD's located in 116 SMSA's and for 972 MRC's. The present series will include data for about 1,700 MRC's located in the 230 SMSA's in the United States and for 134 CBD's.

CENSUS DISCLOSURE RULES—In accordance with Federal law governing census reports, any data which would disclose the operations of an individual establishment or business organization are not published. However, the number of establishments in a kind of business is not considered a disclosure, so that this item may appear in instances where other items of information for the same kind of business or locality are withheld.

STANDARD METROPOLITAN STATISTICAL AREAS—The standard metropolitan statistical areas (SMSA's) included in these reports are those defined by the Bureau of the Budget in 1967.¹

¹Executive Office of the President, Bureau of the Budget, **Standard Metropolitan Statistical Areas, 1967**, as amended January 15, 1968.

MAJOR RETAIL CENTERS
IN STANDARD METROPOLITAN
STATISTICAL AREAS

Virginia

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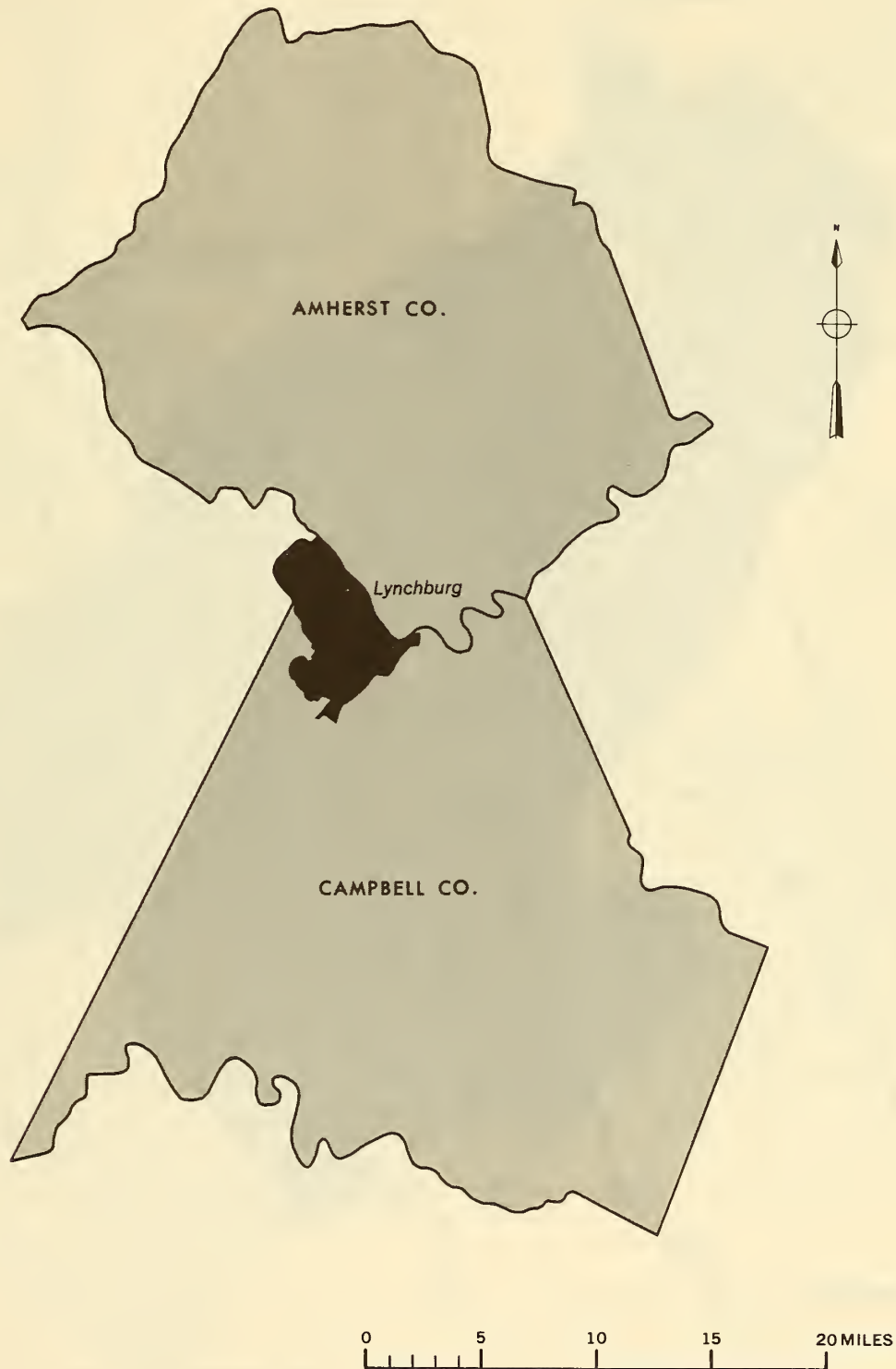
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LYNCHBURG, VA.

Standard Metropolitan Statistical Area



LYNCHBURG, VA.

City and Major Retail Centers



TABLE 1. Major Retail Centers in the SMSA: 1967

LYNCHBURG SMSA —Consists of Lynchburg city and Amherst and Campbell Counties, Va.

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers (see descriptions below)	
			No. 1	No. 2
	RETAIL STORES, TOTAL: ¹			
	NUMBER.	907	143	23
	SALES \$1,000. .	172 485	38 084	19 588
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER.	398	45	4
	SALES \$1,000. .	61 614	5 978	2 489
53 PT.56,57	SHOPPING GOODS STORES (GAF): ²			
	NUMBER.	144	48	11
	SALES \$1,000. .	44 030	14 708	15 221
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER.	365	50	8
	SALES \$1,000. .	66 841	17 398	1 878
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL ¹	907	143	23
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT			
	DEALERS.	32	2	-
5251	HARDWARE STORES	9	-	-
52 EX. 5251	OTHER	23	2	-
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	47	7	5
531	DEPARTMENT STORES	6	2	3
533	VARIETY STORES.	10	1	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	31	4	1
54	FOOD STORES	226	12	1
55 EX. 554	AUTOMOTIVE DEALERS.	64	11	-
55 PT.(554)	GASOLINE SERVICE STATIONS	123	5	1
56	APPAREL AND ACCESSORY STORES.	45	27	5
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS.	15	7	2
562	WOMEN'S READY-TO-WEAR STORES.	15	7	2
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	30	20	3
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	52	14	1
5712	FURNITURE STORES.	25	9	-
OTHER 571	HOME FURNISHING STORES.	8	1	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES.	19	4	1
58	EATING AND DRINKING PLACES.	143	30	2
5812	EATING PLACES	129	30	2
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	14	-	-
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	29	3	1
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	146	32	7
592	LIQUOR STORES	12	1	2
595	SPORTING GOODS STORES, BICYCLE SHOPS.	5	2	1
597	JEWELRY STORES.	14	7	1
5992	FLORISTS.	15	3	2

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. ^RRevised.
¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.
²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.
³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes the establishments in the area bounded by: 4th, Lucado Pl., Main, Rivermore Bridge, N. and W. R.R., Williams Viaduct, City limits (James River), Carter Glass Memorial Bridge, Main, Pearl, Church, Washington, Clay, 6th, and Monroe (Lynchburg city) Tract 5

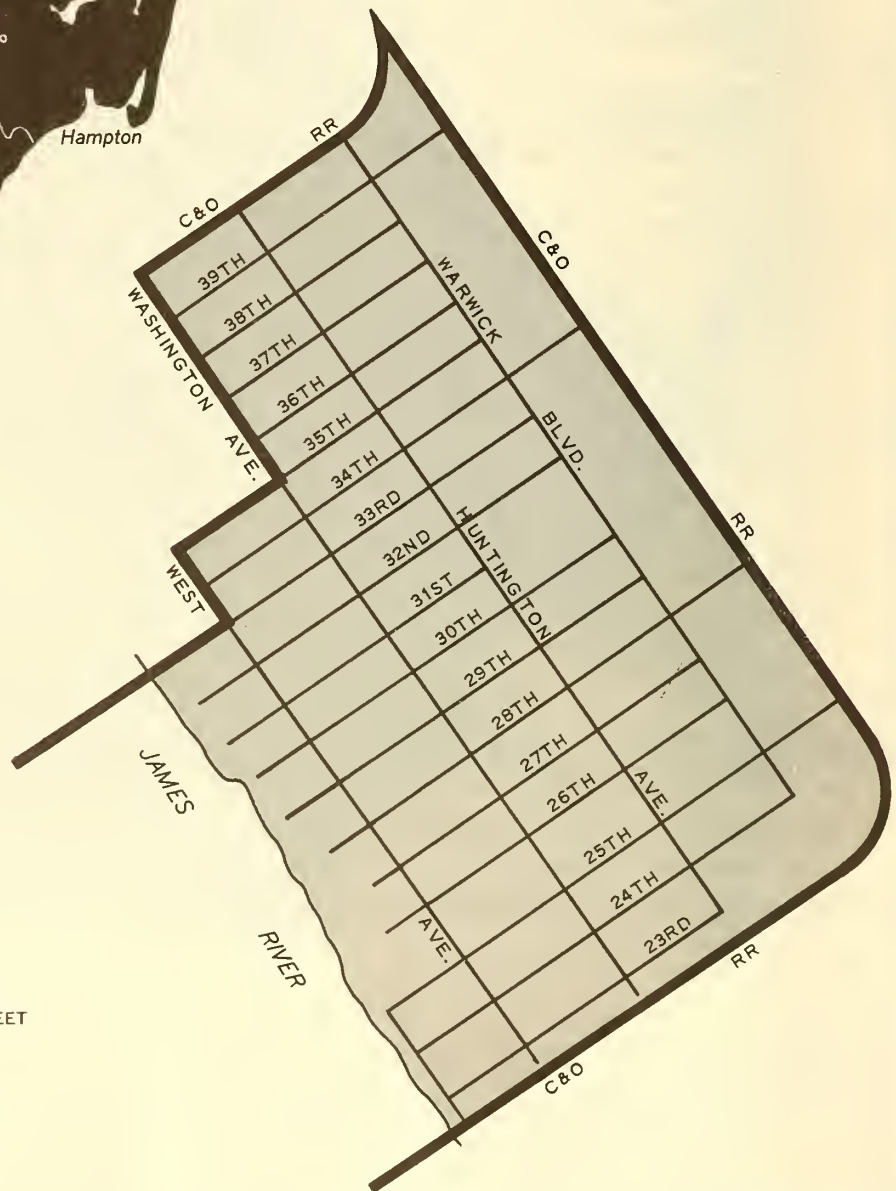
MRC No. 2 Includes the planned center known as "Pittman Plaza" and establishments on Memorial Ave. from Lakeside Road to Wilton Ave. (Lynchburg)

NEWPORT NEWS-HAMPTON, VA.

Standard Metropolitan Statistical Area
and Central Business District



0 5 10 15 MILES



NEWPORT NEWS

Comprising Census Tract 301

0 1000 2000 FEET

NEWPORT NEWS-HAMPTON, VA.

Cities and Major Retail Centers



TABLE 1. The Central Business District: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments	Sales	Payroll, entire year	Paid employees for week including March 12	Estab- lish- ments	Sales	Payroll, entire year
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES, TOTAL ¹	147	59 483	8 806	2 200	182	61 843	8 502
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	2	(D)	(D)	(D)	2	(D)	(D)
5251	HARDWARE STORES.	-	-	-	-	-	-	-
52 EX. 5251	OTHER.	2	(D)	(D)	(D)	2	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	7	24 071	3 799	958	9	25 253	3 715
531	DEPARTMENT STORES.	3	21 322	3 334	836	4	22 704	3 277
533	VARIETY STORES	2	(D)	(D)	(D)	2	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	2	(D)	(D)	(D)	3	(D)	(D)
54	FOOD STORES.	4	(D)	(D)	(D)	9	1 682	166
55 EX. 554	AUTOMOTIVE DEALERS	8	11 219	1 421	270	13	15 867	1 645
55 PT.(554)	GASOLINE SERVICE STATIONS.	3	(D)	(D)	(D)	8	(D)	(D)
56	APPAREL AND ACCESSORY STORES	33	5 946	832	289	41	5 709	951
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	9	3 090	410	154	11	2 722	472
562	WOMEN'S READY-TO-WEAR STORES	6	2 770	377	140	6	2 362	437
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	24	2 856	422	135	30	2 987	479
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	10	1 477	234	69	14	(D)	(D)
565	FAMILY CLOTHING STORES ³	5	491	90	34	4	(D)	(D)
566	SHOE STORES ³	7	853	98	32	10	1 073	142
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	-	-	-	-	2	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	8	2 047	315	66	17	4 602	822
5712	FURNITURE STORES	5	1 597	234	45	11	3 493	543
OTHER 571	HOME FURNISHINGS STORES.	1	(D)	(D)	(D)	-	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	2	(D)	(D)	(D)	6	1 109	279
58	EATING AND DRINKING PLACES	50	3 109	537	284	50	2 415	357
5812	EATING PLACES.	44	2 922	505	266	47	2 318	348
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	6	187	32	18	3	97	9
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	2	(D)	(D)	(D)	3	1 562	204
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	30	4 512	568	150	30	3 804	514
592	LIQUOR STORES.	1	(D)	(D)	(D)	1	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	1	(D)	(D)	(D)	1	(D)	(D)
597	JEWELRY STORES	7	1 149	179	44	5	957	132
5992	FLORISTS	3	192	31	11	4	235	39

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

R Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 2. The City: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments	Sales	Payroll, entire year	Paid employees for week including March 12	Estab- lish- ments	Sales	Payroll, entire year
		(number)	(\$1,000)	(\$1,000)	(number)	(number)	(\$1,000)	(\$1,000)
	RETAIL STORES, TOTAL ¹	779	200 145	24 429	6 753	844	168 275	19 452
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	21	8 344	(D)	(D)	24	7 665	654
5251	HARDWARE STORES.	9	(D)	(D)	(D)	8	655	131
52 EX. 5251	OTHER.	17	(D)	(D)	(D)	16	7 010	523
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	28	41 459	(D)	(D)	33	34 773	4 842
531	DEPARTMENT STORES.	7	35 598	4 888	1 390	7	29 472	4 013
533	VARIETY STORES	9	4 270	684	187	10	3 517	599
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	12	1 591	(D)	(D)	16	1 784	230
54	FOOD STORES.	130	36 238	2 832	897	166	35 472	2 429
55 EX. 554	AUTOMOTIVE DEALERS	53	43 108	4 583	780	50	33 386	3 511
55 PT.(554)	GASOLINE SERVICE STATIONS.	100	10 838	874	382	102	9 244	906
56	APPAREL AND ACCESSORY STORES	65	12 182	(D)	(D)	75	10 579	1 570
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	15	(D)	(D)	(D)	18	4 245	608
562	WOMEN'S READY-TO-WEAR STORES	11	4 646	622	213	10	3 590	551
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	50	(D)	1 049	327	59	6 597	981
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	17	2 844	462	130	25	(D)	(D)
565	FAMILY CLOTHING STORES ³	9	(D)	(D)	(D)	12	(D)	(D)
566	SHOE STORES ³	17	2 974	360	123	16	2 340	283
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	1	(D)	(D)	(D)	6	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	60	10 409	1 876	356	70	9 948	1 612
5712	FURNITURE STORES	28	4 676	(D)	(D)	39	5 837	908
OTHER 571	HOME FURNISHINGS STORES.	9	(D)	(D)	(D)	9	355	35
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	23	(D)	(D)	(D)	22	3 756	669
58	EATING AND DRINKING PLACES	172	11 324	2 261	1 136	189	8 588	1 578
5812	EATING PLACES.	157	(D)	(D)	(D)	174	8 028	1 519
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	15	(D)	(D)	(D)	15	560	59
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	24	6 161	(D)	(D)	31	5 713	915
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	121	16 082	1 924	492	104	12 907	1 435
592	LIQUOR STORES.	8	4 829	222	42	11	5 114	290
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	5	1 006	(D)	(D)	6	426	56
597	JEWELRY STORES	15	2 030	(D)	(D)	11	1 328	171
5992	FLORISTS	7	505	80	32	8	352	55

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. R Revised.
¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.
²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.
³1967 data limited to "employer" establishments.
⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 3. The Standard Metropolitan Statistical Area: 1967 and 1963

NEWPORT NEWS-HAMPTON SMSA—Consists of Hampton and Newport News cities and York County, Va.

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	1 460	361 967	41 826	11 906	1 479	279 889	30 216
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	47	12 624	1 473	287	58	12 567	1 218
5251	HARDWARE STORES	21	(D)	227	75	21	1 269	184
52 EX. 5251	OTHER	27	(D)	1 846	262	37	11 298	1 034
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	57	76 046	8 921	2 440	53	54 998	6 147
531	DEPARTMENT STORES	12	64 368	7 284	2 013	11	46 601	4 850
533	VARIETY STORES	18	9 195	1 372	344	19	6 120	998
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	27	2 483	265	83	23	2 277	299
54	FOOD STORES	264	82 293	6 415	2 033	307	64 475	4 363
55 EX. 554	AUTOMOTIVE DEALERS	104	72 502	7 755	1 453	100	57 422	5 694
55 PT. (554)	GASOLINE SERVICE STATIONS	204	23 111	1 957	793	198	17 792	1 736
56	APPAREL AND ACCESSORY STORES	103	15 842	2 246	716	113	13 968	1 995
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS WOMEN'S READY-TO-WEAR STORES	26	5 790	(D)	(D)	30	4 895	680
562	OTHER APPAREL AND ACCESSORY STORES ²	19	5 288	713	239	20	4 204	606
OTHER 56	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	77	10 052	(D)	(D)	83	9 073	1 315
561	FAMILY CLOTHING STORES ³	29	4 086	657	173	34	3 618	580
565	SHOE STORES ³	11	1 836	289	118	17	1 790	299
566	APPAREL AND ACCESSORY STORES, N.E.C. ³	25	3 758	483	146	25	3 173	385
564, 7, 9		4	(D)	(D)	(D)	7	492	51
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	102	16 897	3 013	594	110	14 536	2 382
5712	FURNITURE STORES	46	7 334	(D)	(D)	55	8 248	1 313
OTHER 571	HOME FURNISHINGS STORES	14	1 351	218	49	13	712	96
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES	42	8 212	(D)	(D)	42	5 576	973
58	EATING AND DRINKING PLACES	311	21 658	4 602	2 197	306	15 316	2 925
5812	EATING PLACES	277	20 428	(D)	(D)	267	13 878	2 758
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	34	1 230	(D)	(D)	39	1 438	167
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES	47	11 317	1 909	597	59	9 292	1 542
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	220	25 677	2 935	746	175	19 523	2 214
592	LIQUOR STORES	16	8 957	443	76	20	8 045	488
595	SPORTING GOODS STORES AND BICYCLE SHOPS	10	1 442	161	32	10	628	78
597	JEWELRY STORES	21	2 291	330	76	19	1 695	240
5992	FLORISTS	14	771	(D)	(D)	12	589	100

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

† Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA--Percent Change and Percent Distribution: 1967

SIC code	Kind of business	Percent change in sales 1963 to 1967			Percent distribution of sales		
		Central business district	City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL ¹	-3.8	18.9	29.3	100.0	100.0	100.0
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	(D)	61.0	32.3	(D)	6.2	4.6
5251	HARDWARE STORES	-	(D)	(D)	-	(D)	(D)
52 EX. 5251	OTHER	(D)	(D)	(D)	(D)	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	-4.7	19.2	38.3	40.5	20.7	21.0
531	DEPARTMENT STORES	-6.1	20.8	38.1	35.8	17.8	17.8
533	VARIETY STORES	(D)	21.4	50.2	(D)	2.1	2.5
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	(D)	-10.8	9.0	(D)	0.8	0.7
54	FOOD STORES	(D)	2.1	27.6	(D)	18.1	22.7
55 EX. 554	AUTOMOTIVE DEALERS	-29.3	29.1	26.3	18.9	21.5	20.0
55 PT. (554)	GASOLINE SERVICE STATIONS	-49.6	17.2	29.9	(D)	5.4	6.4
56	APPAREL AND ACCESSORY STORES	4.1	15.1	13.4	10.0	6.1	4.4
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	13.5	(D)	18.3	5.2	(D)	1.6
562	WOMEN'S READY-TO-WEAR STORES	17.3	29.4	25.8	4.6	2.3	1.5
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	-4.4	(D)	10.8	4.8	(D)	2.8
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	-55.5	4.6	16.2	3.4	5.2	4.7
5712	FURNITURE STORES	-54.3	-19.9	-11.1	2.7	2.3	2.0
OTHER 571	HOME FURNISHINGS STORES	(D)	(D)	89.7	(D)	(D)	0.4
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES	(D)	(D)	(D)	(D)	(D)	2.3
58	EATING AND DRINKING PLACES	28.7	31.8	41.4	5.2	5.7	6.0
5812	EATING PLACES	26.0	(D)	47.2	4.9	(D)	5.6
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	92.8	(D)	-14.5	0.3	(D)	0.3
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES	(D)	7.8	21.8	(D)	3.1	3.1
59 EX. 591	MISCELLANEOUS RETAIL STORES ²	18.6	24.6	31.5	8.0	8.0	7.1
592	LIQUOR STORES	(D)	-5.6	11.3	(D)	2.4	2.5
595	SPORTING GOODS STORES, BICYCLE SHOPS	(D)	136.1	129.6	(D)	0.5	0.4
597	JEWELRY STORES	20.1	52.9	35.2	1.3	1.0	0.6
5992	FLORISTS	-18.3	43.5	30.9	0.3	0.3	0.2

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

F Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967

SIC code	Kind of business	Central business district sales as--	
		Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL ¹	29.7	16.4
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS. . . .	(D)	(D)
5251	HARDWARE STORES	(D)	(D)
52 EX. 5251	OTHER	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	58.1	31.6
531	DEPARTMENT STORES	59.9	33.1
533	VARIETY STORES.	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	(D)	(D)
54	FOOD STORES	(D)	(D)
55 EX. 554	AUTOMOTIVE DEALERS.	26.0	15.5
55 PT.(554)	GASOLINE SERVICE STATIONS	3.6	(D)
56	APPAREL AND ACCESSORY STORES.	48.8	37.5
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS.	(D)	53.4
562	WOMEN'S READY-TO-WEAR STORES.	59.6	52.4
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	(D)	28.4
561	MEN'S AND BOY'S CLOTHING AND FURNISHINGS STORES ³	51.9	36.1
565	FAMILY CLOTHING STORES ³	(D)	26.7
566	SHOE STORES ³	28.7	22.7
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	19.7	12.1
5712	FURNITURE STORES.	34.2	21.8
OTHER 571	HOME FURNISHINGS STORES	(D)	(D)
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . .	(D)	(D)
58	EATING AND DRINKING PLACES.	27.5	14.4
5812	EATING PLACES	(D)	14.3
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	(D)	15.2
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	(D)	(D)
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	28.1	17.6
592	LIQUOR STORES	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS	(D)	(D)
597	JEWELRY STORES.	56.6	50.2
5992	FLORISTS.	38.0	24.9

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

^RRevised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 6. Major Retail Centers in the SMSA: 1967

SIC code	Kind of business	Standard metropolitan statistical area	Central business district	Major retail centers (see descriptions below)	
				No. 1	No. 2
	RETAIL STORES, TOTAL: ¹				
	NUMBER.	1 460	147	18	57
	SALES \$1,000. .	361 967	59 483	18 818	7 291
54, 58, 591	CONVENIENCE GOODS STORES:				
	NUMBER.	622	56	4	10
	SALES \$1,000. .	115 268	6 200	(0)	1 576
53 PT.56,57	SHOPPING GOODS STORES (GAF): ²				
	NUMBER.	262	48	8	32
	SALES \$1,000. .	108 785	32 064	(0)	4 781
52, 55, 59 EX. 591	ALL OTHER STORES:				
	NUMBER.	576	43	6	15
	SALES \$1,000. .	137 914	21 219	8 734	934
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL ¹	1 460	147	18	57
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS	48	2	-	2
5251	HARDWARE STORES	21	-	-	1
52 EX. 5251	OTHER	27	2	-	1
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	57	7	2	3
531	DEPARTMENT STORES	12	3	1	1
533	VARIETY STORES	18	2	1	2
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	27	2	-	-
54	FOOD STORES	264	4	2	2
55 EX. 554	AUTOMOTIVE DEALERS.	104	8	3	3
55 PT.(554)	GASOLINE SERVICE STATIONS	204	3	1	1
56	APPAREL AND ACCESSORY STORES.	103	33	4	16
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	26	9	1	3
562	WOMEN'S READY-TO-WEAR STORES.	19	6	1	2
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	77	24	3	13
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	102	8	2	13
5712	FURNITURE STORES.	46	5	-	7
OTHER 571	HOME FURNISHING STORES.	14	1	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	42	2	2	6
58	EATING AND DRINKING PLACES.	311	50	1	5
5812	EATING PLACES	277	44	1	4
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	34	6	-	1
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	47	2	1	3
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	220	30	2	9
592	LIQUOR STORES	16	1	1	-
595	SPORTING GOODS STORES, BICYCLE SHOPS.	10	1	-	-
597	JEWELRY STORES.	21	7	1	2
5992	FLORISTS.	14	3	-	2

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

*Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes the planned center known as "Riverdale Plaza" and establishments in the 1000 and 1100 blocks of Mercury Blvd. (Hampton)

MRC No. 2 Includes stores on both sides of East and West Queen St. from Eaton St. to Armistead Ave. (Hampton)

TABLE 6. Other Major Retail Centers in the SMSA: 1967—Continued

SIC code	Kind of business	Major retail centers—Continued (see descriptions below)		
		No. 3	No. 4	No. 5
	RETAIL STORES, TOTAL: ¹			
	NUMBER.	40	19	14
	SALES \$1,000. . .	23 228	28 259	18 523
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER.	11	3	4
	SALES \$1,000. . .	6 656	(D)	(D)
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²			
	NUMBER.	18	6	8
	SALES \$1,000. . .	14 990	(D)	(D)
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER.	11	10	2
	SALES \$1,000. . .	1 582	8 914	(D)
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL ¹	40	19	14
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS.	1	1	-
5251	HARDWARE STORES	-	1	-
52 EX. 5251	OTHER	1	-	-
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	4	2	3
531	DEPARTMENT STORES	2	2	1
533	VARIETY STORES.	2	-	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	-	-	1
54	FOOD STORES	3	2	2
55 EX. 554	AUTOMOTIVE DEALERS.	3	3	-
55 PT. (554)	GASOLINE SERVICE STATIONS	2	6	-
56	APPAREL AND ACCESSORY STORES.	12	-	4
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS. . .	5	-	1
562	WOMEN'S READY-TO-WEAR STORES.	5	-	1
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	7	-	3
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES .	2	4	1
5712	FURNITURE STORES.	-	2	-
OTHER 571	HOME FURNISHING STORES.	-	1	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES. . .	2	1	1
58	EATING AND DRINKING PLACES.	7	1	2
5812	EATING PLACES	7	1	2
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	-	-	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES.	1	-	1
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	5	-	2
592	LIQUOR STORES	-	-	-
595	SPORTING GOODS STORES, BICYCLE SHOPS.	-	-	-
597	JEWELRY STORES.	3	-	1
5992	FLORISTS.	-	-	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

[†]Revised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

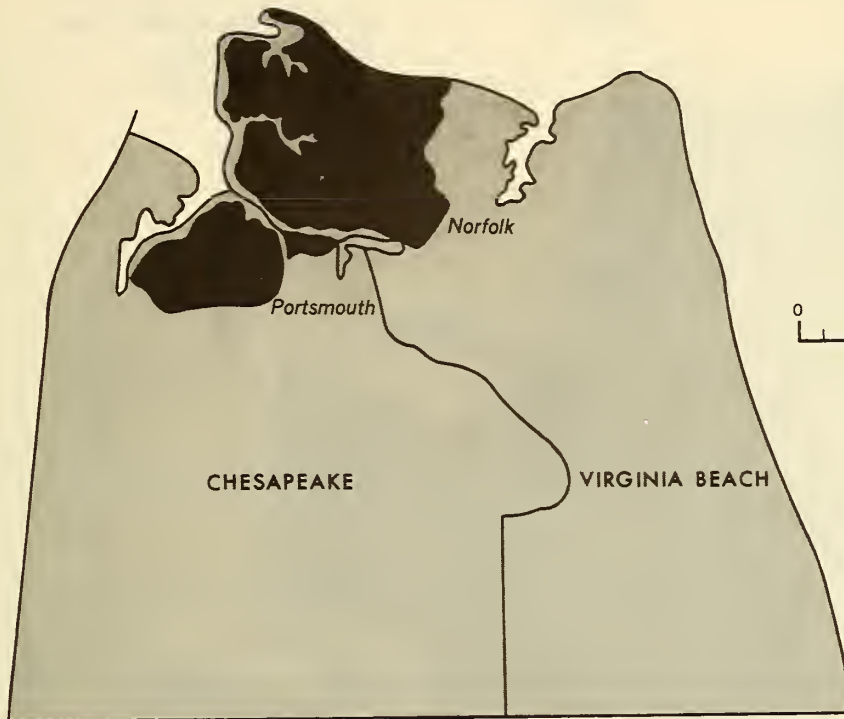
MRC No. 3 Includes stores in planned shopping center bounded by: 79th St., Marshall Ave., Mercury Blvd. and Jefferson Ave., and adjoining businesses on Mercury and Jefferson Ave. (Hampton, Newport News)

MRC No. 4 Includes establishments on both sides of Mercury Blvd. from Chestnut Ave. to Pennwood Drive. (Hampton)

MRC No. 5 Includes planned center known as "Mercury Plaza Mall" at the corner of Mercury Blvd. and W. Queen St.

NORFOLK-PORTSMOUTH, VA.

Standard Metropolitan Statistical Area
and Central Business Districts



0 5 10 15 MILES

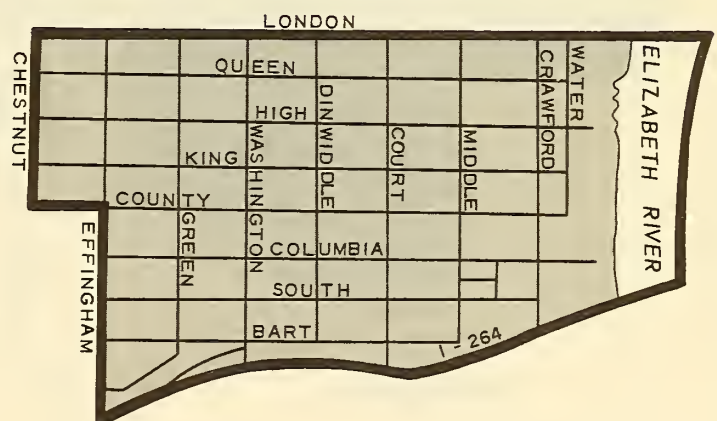


NORFOLK

Comprising Census Tract 49

0 1000 2000 3000 FEET

U.S. DEPARTMENT OF COMMERCE



PORTSMOUTH

Comprising Census Tract 110

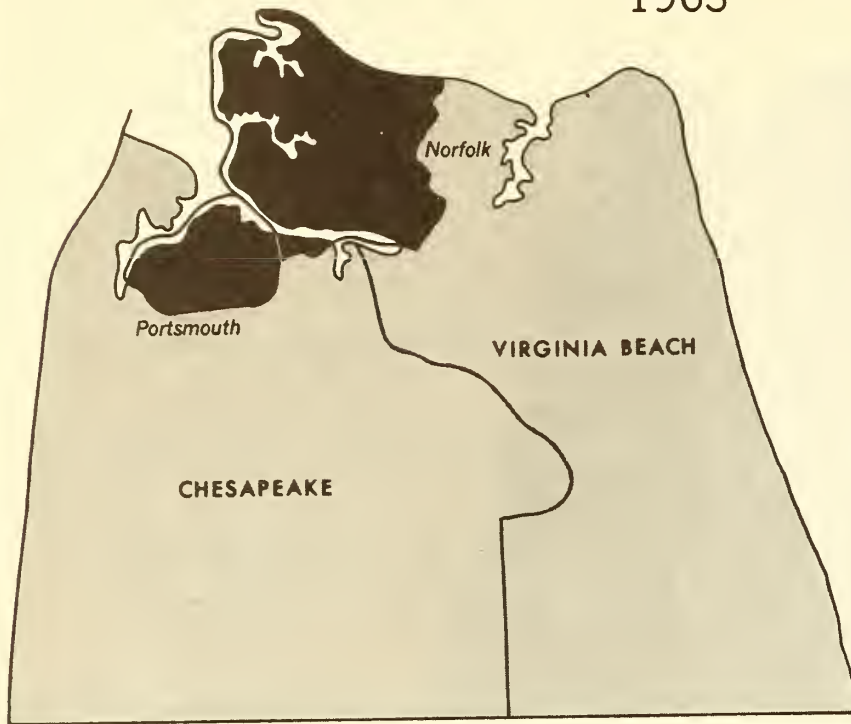
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NORFOLK-PORTSMOUTH. VA.

Standard Metropolitan Statistical Area
and Central Business District

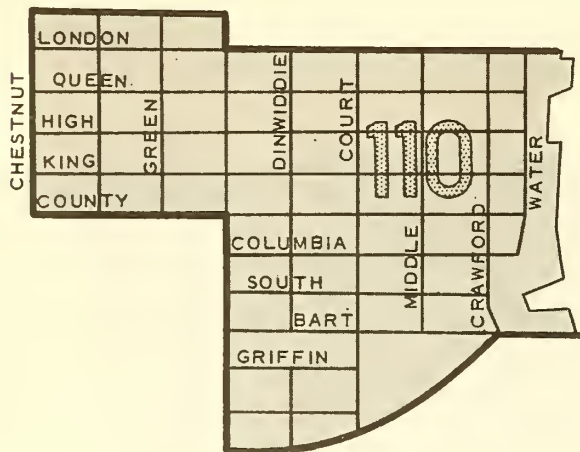
1963



STANDARD METROPOLITAN
STATISTICAL AREA
& CENTRAL CITIES



0 5 10 15 MILES



PORTSMOUTH

CENTRAL
BUSINESS
DISTRICT

Comprising Census Tract 110

0 1000 2000 FEET



NORFOLK

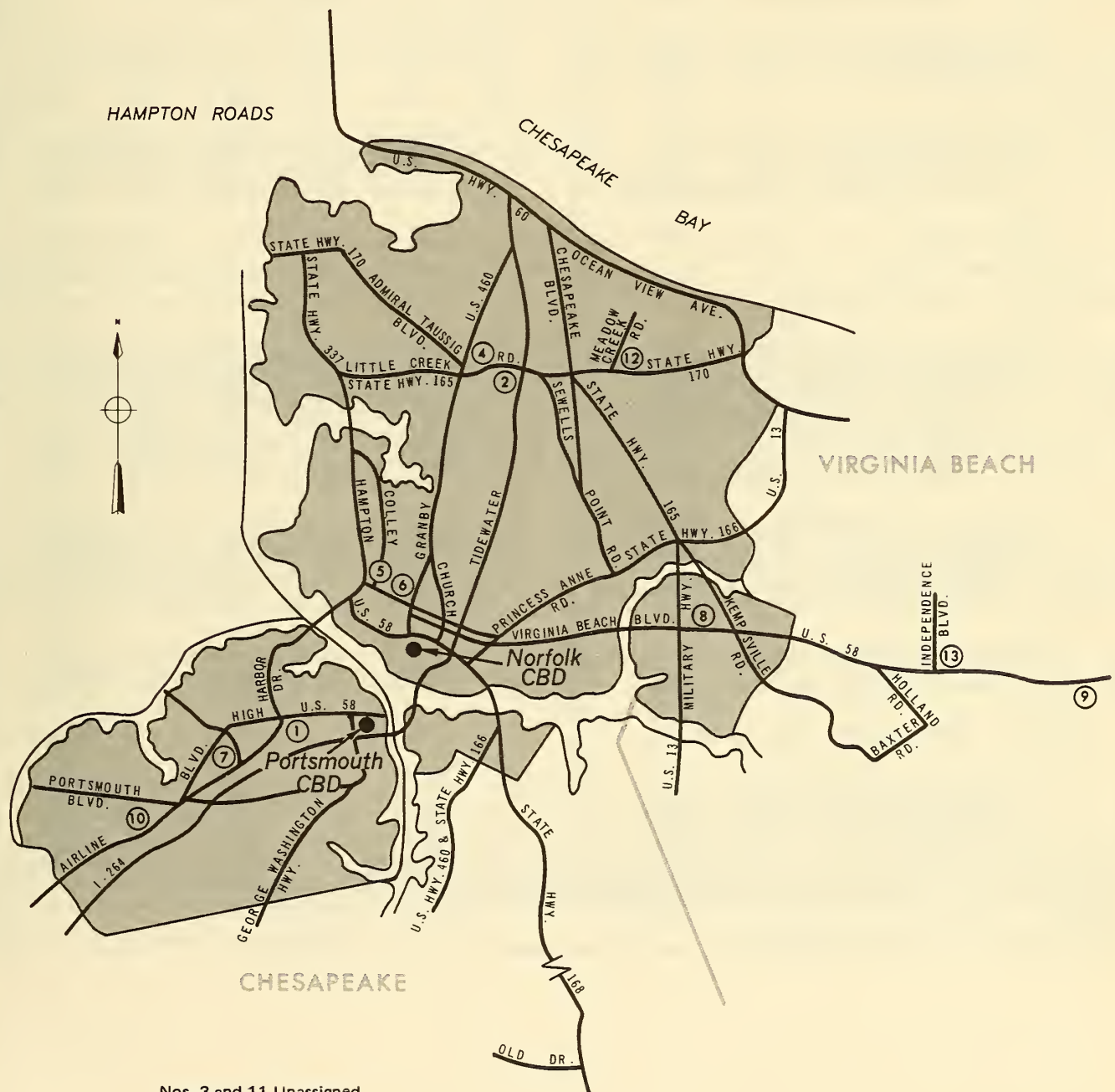
CENTRAL
BUSINESS
DISTRICT

Comprising Census Tract 49

0 1000 2000 3000 FEET

NORFOLK-PORTSMOUTH, VA.

City and Major Retail Centers



Nos. 3 and 11 Unassigned

● Central Business District

① Major Retail Centers

0 2 4 6 MILES

TABLE 1. The Central Business District: 1967 and 1963

PART A. Norfolk

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	299	78 076	14 642	4 364	380	83 252	14 604
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	1	(D)	(D)	(D)	3	(D)	(D)
5251	HARDWARE STORES.	-	-	-	-	-	-	-
52 EX. 5251	OTHER.	1	(D)	(D)	(D)	3	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	11	19 067	4 126	1 203	11	r20 910	4 005
531	DEPARTMENT STORES.	5	15 079	3 327	986	r6	r16 619	r3 300
533	VARIETY STORES	4	(D)	(D)	(D)	r4	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	2	(D)	(D)	(D)	1	(D)	(D)
54	FOOD STORES.	12	3 407	309	70	21	2 413	223
55 EX. 554	AUTOMOTIVE DEALERS	8	6 559	900	152	10	13 506	1 623
55 PT.(554)	GASOLINE SERVICE STATIONS.	5	(D)	(D)	(D)	11	(D)	(D)
56	APPAREL AND ACCESSORY STORES	80	20 423	3 640	1 166	96	18 507	3 328
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	27	6 214	989	314	38	6 128	1 064
562	WOMEN'S READY-TO-WEAR STORES	19	5 472	843	260	23	5 418	963
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	53	14 209	2 651	852	58	12 379	2 264
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	22	5 750	1 152	319	31	6 200	1 319
565	FAMILY CLOTHING STORES ³	14	4 361	909	330	10	2 789	446
566	SHOE STORES ³	14	3 904	(D)	(D)	15	(D)	(D)
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³ . . .	2	(D)	(D)	(D)	2	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	23	10 140	1 656	301	31	7 932	1 655
5712	FURNITURE STORES	12	8 533	1 352	225	16	5 552	1 069
OTHER 571	HOME FURNISHINGS STORES.	4	259	97	33	5	467	105
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	7	1 348	207	43	10	1 913	481
58	EATING AND DRINKING PLACES	78	6 373	1 645	848	81	5 972	1 476
5812	EATING PLACES.	61	5 127	1 235	627	61	4 370	1 038
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	17	1 246	410	221	20	1 602	438
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	7	2 278	308	66	8	1 698	313
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	74	9 345	1 953	533	108	11 398	1 847
592	LIQUOR STORES.	3	(D)	(D)	(D)	8	2 847	279
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	4	(D)	(D)	(D)	(NA)	(NA)	(NA)
597	JEWELRY STORES	25	3 750	962	239	27	4 012	848
5992	FLORISTS	4	258	70	16	6	267	56

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

r Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 1. The Central Business District: 1967 and 1963—Continued

PART B. Portsmouth

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	154	23 728	3 999	1 235	156	22 897	3 800
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	3	(D)	(D)	(D)	4	876	202
5251	HARDWARE STORES.	2	(D)	(D)	(D)	3	(D)	(D)
52 EX. 5251	OTHER.	1	(D)	(D)	(D)	1	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	9	4 633	867	226	6	3 907	659
531	DEPARTMENT STORES.	1	(D)	(D)	(D)	1	(D)	(D)
533	VARIETY STORES	3	(D)	(D)	(D)	3	1 576	324
539	MISCELLANEOUS GENERAL MERCHANDISE STORES	5	1 032	200	40	2	(D)	(D)
54	FOOD STORES.	14	2 538	244	81	10	1 025	125
55 EX. 554	AUTOMOTIVE DEALERS	-	-	-	-	1	(D)	(D)
55 PT.(554)	GASOLINE SERVICE STATIONS.	4	(D)	(D)	(D)	2	(D)	(D)
56	APPAREL AND ACCESSORY STORES	23	4 447	781	267	32	5 219	961
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	8	3 249	603	191	11	2 964	523
562	WOMEN'S READY-TO-WEAR STORES	6	2 796	547	151	8	2 428	448
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	15	1 198	178	76	21	2 255	438
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	5	(D)	(D)	(D)	10	1 063	192
565	FAMILY CLOTHING STORES ³	-	-	-	-	2	(D)	(D)
566	SHOE STORES ³	8	630	101	43	7	609	9 ^u
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	2	(D)	(D)	(D)	2	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	18	5 064	951	189	17	4 542	763
5712	FURNITURE STORES	12	3 686	675	119	13	3 646	554
OTHER 571	HOME FURNISHINGS STORES.	1	(D)	(D)	(D)	2	(D)	(D)
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	5	(D)	(D)	(D)	2	(D)	(D)
58	EATING AND DRINKING PLACES	43	1 836	410	727	46	1 562	391
5812	EATING PLACES.	26	1 185	273	130	28	1 009	274
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES).	17	651	137	142	18	553	117
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	5	905	176	49	5	784	87
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	35	3 233	379	103	33	2 754	384
592	LIQUOR STORES.	2	(D)	(D)	(D)	2	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS.	1	(D)	(D)	(D)	1	(D)	(D)
597	JEWELRY STORES	9	625	103	29	8	437	79
5992	FLORISTS	4	143	36	10	3	119	27

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

R Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 2. The City: 1967 and 1963

PART A. Norfolk

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	1 773	473 054	62 970	17 708	1 927	408 770	53 106
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	50	11 143	1 704	338	60	9 626	1 134
5251	HARDWARE STORES.	27	(D)	(D)	(D)	25	(D)	(D)
52 EX. 5251	OTHER.	23	(D)	(D)	(D)	35	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	58	68 309	10 774	3 127	54	65 871	9 919
531	DEPARTMENT STORES.	15	57 025	8 884	2 563	15	54 688	8 086
533	VARIETY STORES	22	9 885	(D)	(D)	20	8 518	1 407
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	21	1 399	(D)	(D)	19	2 665	426
54	FOOD STORES.	311	100 824	8 922	2 673	341	87 047	6 733
55 EX. 554	AUTOMOTIVE DEALERS	114	111 353	11 464	2 069	130	87 058	9 431
55 PT.(554)	GASOLINE SERVICE STATIONS.	193	21 356	2 284	760	223	19 229	2 242
56	APPAREL AND ACCESSORY STORES	163	37 884	6 448	2 042	190	36 008	6 010
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	56	11 948	1 803	597	60	11 138	1 701
562	WOMEN'S READY-TO-WEAR STORES	44	11 044	(D)	(D)	41	9 484	1 511
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	107	25 936	4 645	1 445	130	24 870	4 309
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	43	11 030	2 299	570	48	11 575	2 449
565	FAMILY CLOTHING STORES ³	22	6 405	1 165	447	24	5 721	820
566	SHOE STORES ³	30	7 848	1 113	399	39	6 517	929
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	5	551	68	29	19	1 057	111
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	125	33 827	5 944	1 138	139	24 901	4 388
5712	FURNITURE STORES	52	20 528	3 164	582	63	14 115	2 317
OTHER 571	HOME FURNISHINGS STORES.	24	2 705	(D)	(D)	25	2 871	579
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	49	10 594	(D)	(D)	51	7 915	1 492
58	EATING AND DRINKING PLACES	381	34 625	7 693	3 388	412	28 276	6 417
5812	EATING PLACES.	306	29 673	(D)	(D)	326	23 148	5 316
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	75	4 952	(D)	(D)	86	5 128	1 101
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	72	14 886	2 300	767	79	13 298	2 155
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	306	38 847	5 437	1 406	299	37 456	4 677
592	LIQUOR STORES.	19	11 448	605	127	27	12 915	932
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	16	1 824	227	45	7	650	90
597	JEWELRY STORES	31	4 585	1 182	277	37	4 830	941
5992	FLORISTS	32	(D)	(D)	(D)	33	1 223	221

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

^rRevised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 2. The City: 1967 and 1963—Continued

PART B. Portsmouth

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	674	153 994	(D)	(D)	712	127 958	15 065
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	21	5 588	(D)	(D)	24	6 783	1 034
5251	HARDWARE STORES.	9	1 774	(D)	(D)	10	1 581	326
52 EX. 5251	OTHER.	12	3 814	(D)	(D)	14	5 202	708
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	30	26 452	(D)	(D)	27	16 926	2 422
531	DEPARTMENT STORES.	5	19 546	2 480	623	4	11 691	1 623
533	VARIETY STORES	10	4 957	(D)	(D)	9	4 070	668
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	15	1 949	(D)	(D)	14	1 165	131
54	FOOD STORES.	142	41 735	3 350	1 034	146	32 831	2 191
55 EX. 554	AUTOMOTIVE DEALERS	43	28 569	3 246	596	45	24 906	2 560
55 PT.(554)	GASOLINE SERVICE STATIONS.	87	7 746	668	249	83	6 557	642
56	APPAREL AND ACCESSORY STORES	49	8 857	(D)	(D)	62	9 146	1 456
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	17	4 096	(D)	(D)	20	3 799	609
562	WOMEN'S READY-TO-WEAR STORES	12	3 540	(D)	(D)	15	3 127	524
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	32	4 761	(D)	(D)	42	5 347	847
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	12	1 605	220	62	16	2 183	357
565	FAMILY CLOTHING STORES ³	3	(D)	(D)	(D)	5	818	170
566	SHOE STORES ³	13	2 420	328	115	14	2 021	275
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	3	(D)	(D)	(D)	7	325	45
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	41	9 062	1 501	402	39	7 133	1 153
5712	FURNITURE STORES	19	4 326	(D)	(D)	19	4 494	679
OTHER 571	HOME FURNISHINGS STORES.	7	444	(D)	(D)	9	334	65
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	15	4 292	(D)	(D)	11	2 305	409
58	EATING AND DRINKING PLACES	118	9 056	1 894	948	150	7 754	1 614
5812	EATING PLACES.	91	7 958	1 669	765	112	6 308	1 338
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	27	1 098	225	183	38	1 446	276
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	28	5 521	(D)	(D)	29	4 999	760
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	115	11 408	1 307	326	107	10 923	1 233
592	LIQUOR STORES.	8	5 045	2	(D)	7	4 385	280
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	4	497	(D)	(D)	2	(D)	(D)
597	JEWELRY STORES	13	949	200	44	10	(D)	(D)
5992	FLORISTS	21	768	157	58	15	512	110

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

R Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 3. The Standard Metropolitan Statistical Area: 1967 and 1963

NORFOLK-PORTSMOUTH SMSA - Consists of Chesapeake, Norfolk, Portsmouth, and Virginia Beach cities, Va.

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	3 564	839 162	105 433	29 837	3 576	673 366	81 952
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	126	32 304	4 681	946	133	30 467	3 687
5251	HARDWARE STORES.	60	6 831	1 119	274	58	5 170	762
52 EX. 5251	OTHER.	66	25 473	3 562	672	75	25 297	2 925
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	134	143 312	19 624	5 460	110	99 966	13 304
531	DEPARTMENT STORES.	26	116 397	15 464	4 219	20	78 756	10 071
533	VARIETY STORES	44	21 501	(D)	(D)	42	16 343	2 594
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	64	5 414	(D)	(D)	48	4 867	639
54	FOOD STORES.	683	197 030	16 434	4 837	728	158 395	11 701
55 EX. 554	AUTOMOTIVE DEALERS	213	159 779	16 845	3 097	226	130 350	13 846
55 PT.(554)	GASOLINE SERVICE STATIONS.	474	48 712	4 595	1 603	462	39 537	4 284
56	APPAREL AND ACCESSORY STORES	258	55 692	9 029	2 875	285	49 709	8 037
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	92	20 482	3 115	1 023	97	17 589	2 644
562	WOMEN'S READY-TO-WEAR STORES	69	18 403	2 763	872	66	14 474	2 274
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	166	35 210	5 914	1 852	188	32 120	5 393
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	63	13 910	2 729	695	68	14 127	2 861
565	FAMILY CLOTHING STORES ³	28	7 713	1 335	507	31	6 871	1 025
566	SHOE STORES ³	55	(D)	(D)	(D)	59	9 540	1 331
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³ . . .	11	(D)	(D)	(D)	30	1 582	176
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	223	51 137	8 797	1 795	218	36 799	6 358
5712	FURNITURE STORES	87	28 138	4 502	825	100	21 124	3 485
OTHER 571	HOME FURNISHINGS STORES.	47	4 150	838	225	38	3 401	695
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	89	18 849	3 457	745	80	12 274	2 178
58	EATING AND DRINKING PLACES	703	57 503	12 566	5 617	749	46 123	9 943
5812	EATING PLACES.	568	49 701	(D)	(D)	595	38 212	8 373
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	135	7 802	(D)	(D)	154	7 911	1 570
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	131	28 477	4 574	1 516	137	23 717	3 815
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	619	65 216	8 288	2 091	528	58 303	6 977
592	LIQUOR STORES.	36	(D)	(D)	(D)	42	21 177	1 459
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	40	3 543	384	82	20	1 349	172
597	JEWELRY STORES	52	6 047	1 494	349	49	5 605	1 064
5992	FLORISTS	69	2 929	553	193	60	2 132	374

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

R Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA--Percent Change and Percent Distribution: 1967

PART A. Norfolk

SIC code	Kind of business	Percent change in sales 1963 to 1967			Percent distribution of sales		
		Central business district	City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL ¹	-6.2	15.7	24.6	100.0	100.0	100.0
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	(D)	15.8	6.0	(D)	2.4	3.8
5251	HARDWARE STORES	0.0	38.7	32.1	0.0	(D)	0.8
52 EX. 5251	OTHER	(D)	8.2	0.7	(D)	(D)	3.0
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	-8.8	3.7	43.4	24.4	14.5	17.1
531	DEPARTMENT STORES	-9.3	4.3	47.8	19.3	12.1	13.9
533	VARIETY STORES	(D)	16.0	31.6	(D)	2.1	2.6
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. .	(D)	-47.5	11.2	(D)	0.3	0.6
54	FOOD STORES	41.2	15.8	24.4	4.4	21.3	23.5
55 EX. 554	AUTOMOTIVE DEALERS.	48.6	27.9	22.6	8.4	23.5	19.0
55 PT.(554)	GASOLINE SERVICE STATIONS	(D)	11.1	23.2	(D)	4.5	5.8
56	APPAREL AND ACCESSORY STORES.	10.4	5.2	12.0	26.2	8.0	6.6
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	1.4	7.3	16.4	8.0	2.5	2.4
562	WOMEN'S READY-TO-WEAR STORES	1.0	16.4	27.1	7.0	2.3	2.2
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	14.8	4.3	9.6	18.2	5.5	4.2
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	27.8	35.8	39.0	13.0	7.2	6.1
5712	FURNITURE STORES.	53.7	45.4	33.2	10.9	4.3	3.4
OTHER 571	HOME FURNISHINGS STORES	-44.5	-5.8	22.0	0.3	0.6	0.5
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES	-29.5	33.8	53.6	1.8	2.3	2.2
58	EATING AND DRINKING PLACES.	6.7	22.4	24.7	8.2	7.3	6.9
5812	EATING PLACES	17.3	28.2	30.1	6.6	6.3	5.9
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	-22.2	-3.4	-1.4	1.6	1.0	1.0
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	34.2	11.9	20.1	2.9	3.1	3.4
59 EX. 591	MISCELLANEOUS RETAIL STORES ²	-18.0	3.7	11.9	12.0	8.2	7.8
592	LIQUOR STORES	(D)	-11.4	(D)	(D)	2.4	(D)
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . .	(D)	180.6	162.6	(D)	0.4	0.4
597	JEWELRY STORES.	-6.5	-5.1	7.9	4.8	1.0	0.7
5992	FLORISTS.	-3.4	(D)	37.4	0.3	(D)	0.3

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA--Percent Change and Percent Distribution: 1967--Continued

PART B. Portsmouth

SIC code	Kind of business	Percent change in sales 1963 to 1967			Percent distribution of sales		
		Central business district	City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL ¹	3.6	20.3	24.6	100.0	100.0	100.0
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	(0)	-17.6	6.0	(D)	3.6	3.8
5251	HARDWARE STORES	(D)	12.2	32.1	(D)	1.1	0.8
52 EX. 5251	OTHER	(D)	-26.7	0.7	(0)	2.5	3.0
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	18.6	56.3	43.4	19.5	17.2	17.1
531	DEPARTMENT STORES	2.1	67.2	47.8	(D)	12.7	13.9
533	VARIETY STORES	(0)	21.8	31.6	(D)	3.2	2.6
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	(D)	67.3	11.2	4.3	1.3	0.6
54	FOOD STORES	147.6	27.1	24.4	10.7	27.1	23.5
55 EX. 554	AUTOMOTIVE DEALERS	(D)	14.7	22.6	-	18.5	19.0
55 PT.(554)	GASOLINE SERVICE STATIONS	(D)	18.1	23.2	(D)	5.0	5.8
56	APPAREL AND ACCESSORY STORES	-14.8	-3.2	12.0	18.7	5.8	6.6
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	9.6	7.8	16.4	13.7	2.7	2.4
562	WOMEN'S READY-TO-WEAR STORES	15.2	13.2	27.1	11.8	2.3	2.2
OTHER 56	OTHER APPAREL AND ACCESSORY STORES	-46.9	-11.0	9.6	5.0	3.1	4.2
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	11.5	27.0	39.0	21.3	5.9	6.1
5712	FURNITURE STORES	1.1	-3.7	33.2	15.5	2.8	3.4
OTHER 571	HOME FURNISHINGS STORES	(0)	32.9	22.0	(D)	0.3	0.5
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES	(0)	86.2	53.6	(D)	2.8	2.2
58	EATING AND DRINKING PLACES	17.5	16.8	24.7	7.7	5.9	6.9
5812	EATING PLACES	17.4	26.1	30.1	5.0	5.2	5.9
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	17.7	-24.1	-1.4	2.7	0.7	1.0
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	5.4	10.4	20.1	3.8	3.6	3.4
59 EX. 591	MISCELLANEOUS RETAIL STORES ²	17.4	4.4	11.9	13.6	7.4	7.8
592	LIQUOR STORES	(D)	15.1	(0)	(0)	3.3	(D)
595	SPORTING GOODS STORES, BICYCLE SHOPS . . .	(D)	(0)	162.6	(D)	0.3	0.4
597	JEWELRY STORES	43.0	(0)	7.9	2.6	0.6	0.7
5992	FLORISTS	20.2	50.0	37.4	0.6	0.5	0.3

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

† Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967

PART A. Norfolk

SIC code	Kind of business	Central business district sales as--	
		Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL ¹	16.5	9.3
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS.	(D)	(D)
5251	HARDWARE STORES	(D)	0.0
52 EX. 5251	OTHER	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	27.9	13.3
531	DEPARTMENT STORES	26.4	13.0
533	VARIETY STORES.	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	(D)	(D)
54	FOOD STORES	3.4	1.7
55 EX. 554	AUTOMOTIVE DEALERS.	5.9	4.1
55 PT.(554)	GASOLINE SERVICE STATIONS	(D)	(D)
56	APPAREL AND ACCESSORY STORES.	53.9	36.7
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS.	52.0	30.3
562	WOMEN'S READY-TO-WEAR STORES.	49.5	29.7
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	54.8	40.4
561	MEN'S AND BOY'S CLOTHING AND FURNISHINGS STORES ³	52.1	41.3
565	FAMILY CLOTHING STORES ³	68.1	56.5
566	SHOE STORES ³	49.7	(D)
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	30.0	19.8
5712	FURNITURE STORES.	41.6	30.3
OTHER 571	HOME FURNISHINGS STORES	9.6	6.2
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . .	12.7	7.2
58	EATING AND DRINKING PLACES.	18.4	11.1
5812	EATING PLACES	17.3	10.3
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	25.2	16.0
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	15.3	8.0
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	24.1	14.3
592	LIQUOR STORES	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS	(D)	(D)
597	JEWELRY STORES.	81.8	62.0
5992	FLORISTS.	(D)	8.8

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967--Continued

PART B. Portsmouth

SIC code	Kind of business	Central business district sales as--	
		Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL ¹	15.4	2.8
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS. . . .	(D)	(D)
5251	HARDWARE STORES	(D)	(D)
52 EX. 5251	OTHER	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	17.5	3.2
531	DEPARTMENT STORES	(D)	(D)
533	VARIETY STORES.	(D)	(D)
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	53.0	19.1
54	FOOD STORES	6.8	1.3
55 EX. 554	AUTOMOTIVE DEALERS.	-	-
55 PT.(554)	GASOLINE SERVICE STATIONS	(D)	(D)
56	APPAREL AND ACCESSORY STORES.	50.2	8.0
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS.	79.3	15.9
562	WOMEN'S READY-TO-WEAR STORES.	79.0	15.2
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	25.2	3.4
561	MEN'S AND BOY'S CLOTHING AND FURNISHINGS STORES ³	(D)	(D)
565	FAMILY CLOTHING STORES ³	(D)	0.0
566	SHOE STORES ³	26.0	(D)
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	55.9	9.9
5712	FURNITURE STORES.	85.2	13.1
OTHER 571	HOME FURNISHINGS STORES	(D)	(D)
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES. . .	(D)	(D)
58	EATING AND DRINKING PLACES.	20.3	3.2
5812	EATING PLACES	14.9	2.4
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	59.3	8.3
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	16.4	3.2
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	28.3	5.0
592	LIQUOR STORES	(D)	(D)
595	SPORTING GOODS STORES AND BICYCLE SHOPS	(D)	(D)
597	JEWELRY STORES.	65.9	10.3
5992	FLORISTS.	18.6	4.9

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. ^RRevised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 6. Major Retail Centers in the SMSA: 1967

SIC code	Kind of business	Standard metropolitan statistical area	Central business district Norfolk	Central business district Portsmouth	Major retail centers (see descriptions below)	
					No. 1 /	No. 2
	RETAIL STORES, TOTAL: ¹					
	NUMBER	3 564	299	154	13	86
	SALES \$1,000. . .	839 162	78 076	23 728	12 420	39 818
54, 58, 591	CONVENIENCE GOODS STORES:					
	NUMBER	1 517	97	62	5	20
	SALES \$1,000. . .	283 010	12 058	5 279	(0)	6 186
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²					
	NUMBER	615	114	50	3	34
	SALES \$1,000. . .	250 141	49 630	14 144	(0)	18 689
52, 55, 59 EX. 591	ALL OTHER STORES:					
	NUMBER	1 432	88	42	5	32
	SALES \$1,000. . .	306 011	16 388	4 305	781	14 943
	NUMBER OF ESTABLISHMENTS					
	RETAIL STORES, TOTAL ¹	3 564	299	154	13	86
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS	126	1	3	-	6
5251	HARDWARE STORES	60	-	2	-	2
52 EX. 5251	OTHER	66	1	1	-	4
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	134	11	9	2	6
531	DEPARTMENT STORES	26	5	1	1	4
533	VARIETY STORES	44	4	3	-	-
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	64	2	5	1	1
54	FOOD STORES	683	12	14	2	7
55 EX. 554	AUTOMOTIVE DEALERS.	213	8	-	1	8
55 PT. (554)	GASOLINE SERVICE STATIONS	474	5	4	1	6
56	APPAREL AND ACCESSORY STORES.	258	80	23	-	12
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	92	27	8	-	4
562	WOMEN'S READY-TO-WEAR STORES.	69	19	6	-	3
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	166	53	15	-	8
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	223	23	18	1	16
5712	FURNITURE STORES.	87	12	12	-	6
OTHER 571	HOME FURNISHING STORES.	47	4	1	-	1
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	89	7	5	1	9
58	EATING AND DRINKING PLACES.	703	78	43	3	12
5812	EATING PLACES	568	61	26	2	10
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	135	17	17	1	2
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES.	131	7	5	-	1
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	619	74	35	3	12
592	LIQUOR STORES	36	3	2	-	-
595	SPORTING GOODS STORES, BICYCLE SHOPS.	40	4	1	1	2
597	JEWELRY STORES.	52	25	9	-	1
5992	FLORISTS.	69	4	4	-	2

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. ^TRevised.
¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.
²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.
³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes establishments on High St. from Peninsula Ave. to Yorktown Ave. and Williamsburg Ave. from Queen St. to King St. (Portsmouth)

MRC No. 2 Includes the planned center known as "Southern Shopping Center" and establishments on Tidewater Dr. from Biltmore Rd. to Bancker Rd.; on East Little Creek Rd. from East Glen Rd. to Glade Rd. and on Sewell's Point Rd. from East Little Creek Rd. to Denison Ave. (Norfolk)

TABLE 6. Major Retail Centers in the SMSA: 1967—Continued

SIC code	Kind of business	Major retail centers--Continued (see descriptions below)				
		No. 4	No. 5	No. 6	No. 7	No. 8
	RETAIL STORES, TOTAL: ¹					
	NUMBER.	72	35	11	43	46
	SALES \$1,000. . .	25 331	9 736	(D)	17 503	28 144
54, 58, 591	CONVENIENCE GOODS STORES:					
	NUMBER.	20	12	1	7	14
	SALES \$1,000. . .	13 467	3 035	(D)	3 834	8 774
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²					
	NUMBER.	27	11	4	24	20
	SALES \$1,000. . .	7 526	4 312	(D)	11 450	16 759
52, 55, 59 EX. 591	ALL OTHER STORES:					
	NUMBER.	25	12	6	12	12
	SALES \$1,000. . .	4 338	2 389	1 042	2 219	2 611
	NUMBER OF ESTABLISHMENTS					
	RETAIL STORES, TOTAL ¹	72	35	11	43	46
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	3	1	1	2	3
5251	HARDWARE STORES	1	1	-	-	1
52 EX. 5251	OTHER	2	-	1	2	2
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	6	3	1	5	4
531	DEPARTMENT STORES	1	1	1	2	2
533	VARIETY STORES.	2	1	-	2	2
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . .	3	1	-	1	-
54	FOOD STORES	7	7	-	3	6
55 EX. 554	AUTOMOTIVE DEALERS.	2	2	4	3	2
55 PT. (554)	GASOLINE SERVICE STATIONS	3	4	1	2	2
56	APPAREL AND ACCESSORY STORES.	14	4	-	15	10
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	6	3	-	5	3
562	WOMEN'S READY-TO-WEAR STORES.	6	3	-	4	3
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	8	1	-	10	7
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	7	4	3	4	6
5712	FURNITURE STORES.	-	1	2	1	1
OTHER 571	HOME FURNISHING STORES.	1	2	1	-	1
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES	6	1	-	3	4
58	EATING AND DRINKING PLACES.	9	4	1	3	7
5812	EATING PLACES	9	3	1	3	7
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	-	1	-	-	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES.	4	1	-	1	1
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	17	5	-	5	5
592	LIQUOR STORES	1	1	-	-	1
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . .	-	-	-	-	-
597	JEWELRY STORES.	3	1	-	2	1
5992	FLORISTS.	2	2	-	1	1

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

[†]Revised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 4 Includes the planned centers known as "Midtown", "Suburban" and "Wards Corner" and establishments on Little Creek Rd. from Colonial Ave. to Taussig Blvd.; on Granby from North Shore Rd. to Carrolton Rd.; and on Virginian Dr. from Little Creek Rd. to Yorktown Dr. (Norfolk City)

MRC No. 5 Includes the establishments on Colley Ave. from Baldwin Ave. to 22nd St. and on W. 21st St. from Manteo to Core Ave. (Norfolk)

MRC No. 6 Includes the establishments on W. 21st St. from Granby St. to De Bree Ave. and on Granby St. from 20th St. to 22nd St. (Norfolk)

MRC No. 7 Includes the planned center known as "Mid City Shopping Center" and establishments on Frederick Blvd. from Airline Blvd. to Race Ave. and on South Street from Frederick to Hamilton. (Portsmouth)

MRC No. 8 Includes the planned center known as "Janaf Shopping Center" and establishments on Virginia Beach Blvd. from Military Hwy. to Burling Ave. (Norfolk)

TABLE 6. Major Retail Centers in the SMSA: 1967--Continued

SIC code	Kind of business	Major retail centers--Continued (see descriptions below)			
		No. 9	No. 10	No. 12	No. 13
	RETAIL STORES, TOTAL: ¹				
	NUMBER.	22	15	13	39
	SALES \$1,000. . .	12 794	7 007	5 694	30 152
54, 58, 591	CONVENIENCE GOODS STORES:				
	NUMBER.	7	7	8	6
	SALES \$1,000. . .	3 161	(D)	(D)	4 017
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²				
	NUMBER.	7	3	1	25
	SALES \$1,000. . .	7 110	(D)	(D)	25 017
52, 55, 59 EX. 591	ALL OTHER STORES:				
	NUMBER.	8	5	4	8
	SALES \$1,000. . .	2 523	885	600	1 118
	NUMBER OF ESTABLISHMENTS				
	RETAIL STORES, TOTAL ¹	22	15	13	39
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP-				
	MENT DEALERS	2	1	-	-
5251	HARDWARE STORES	1	1	-	-
52 EX. 5251	OTHER	1	-	-	-
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	2	1	1	5
531	DEPARTMENT STORES	1	1	1	2
533	VARIETY STORES	1	-	-	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. .	-	-	-	2
54	FOOD STORES	2	2	1	3
55 EX. 554	AUTOMOTIVE DEALERS.	1	1	-	-
55 PT. (554)	GASOLINE SERVICE STATIONS	2	3	2	-
56	APPAREL AND ACCESSORY STORES.	4	2	-	15
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES,				
	FURRIERS	2	1	-	7
562	WOMEN'S READY-TO-WEAR STORES.	2	-	-	6
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	2	1	-	8
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT				
	STORES	1	-	-	5
5712	FURNITURE STORES.	-	-	-	-
OTHER 571	HOME FURNISHING STORES.	-	-	-	1
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC				
	STORES	1	-	-	4
58	EATING AND DRINKING PLACES.	4	4	7	2
5812	EATING PLACES	4	3	7	2
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	-	1	-	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES.	1	1	-	1
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	3	-	2	8
592	LIQUOR STORES	-	-	-	2
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . .	-	-	-	1
597	JEWELRY STORES.	-	-	-	2
5992	FLORISTS.	-	-	-	1

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

[†]Revised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 9 Includes the planned center known as "Princess Anne Plaza" and establishments at the intersection of Virginia Beach Blvd. and Plaza Trail (Virginia Beach)

MRC No. 10 Includes unplanned center known as "Westgate Plaza" and establishments on Airline Blvd. from Hayman St. to City Park Ave. (Portsmouth)

MRC No. 11 Includes planned center known as "Great Bridge Shopping Center" and areas along Rt. 168 from Causeway Dr. to Old Dr. (Chesapeake)

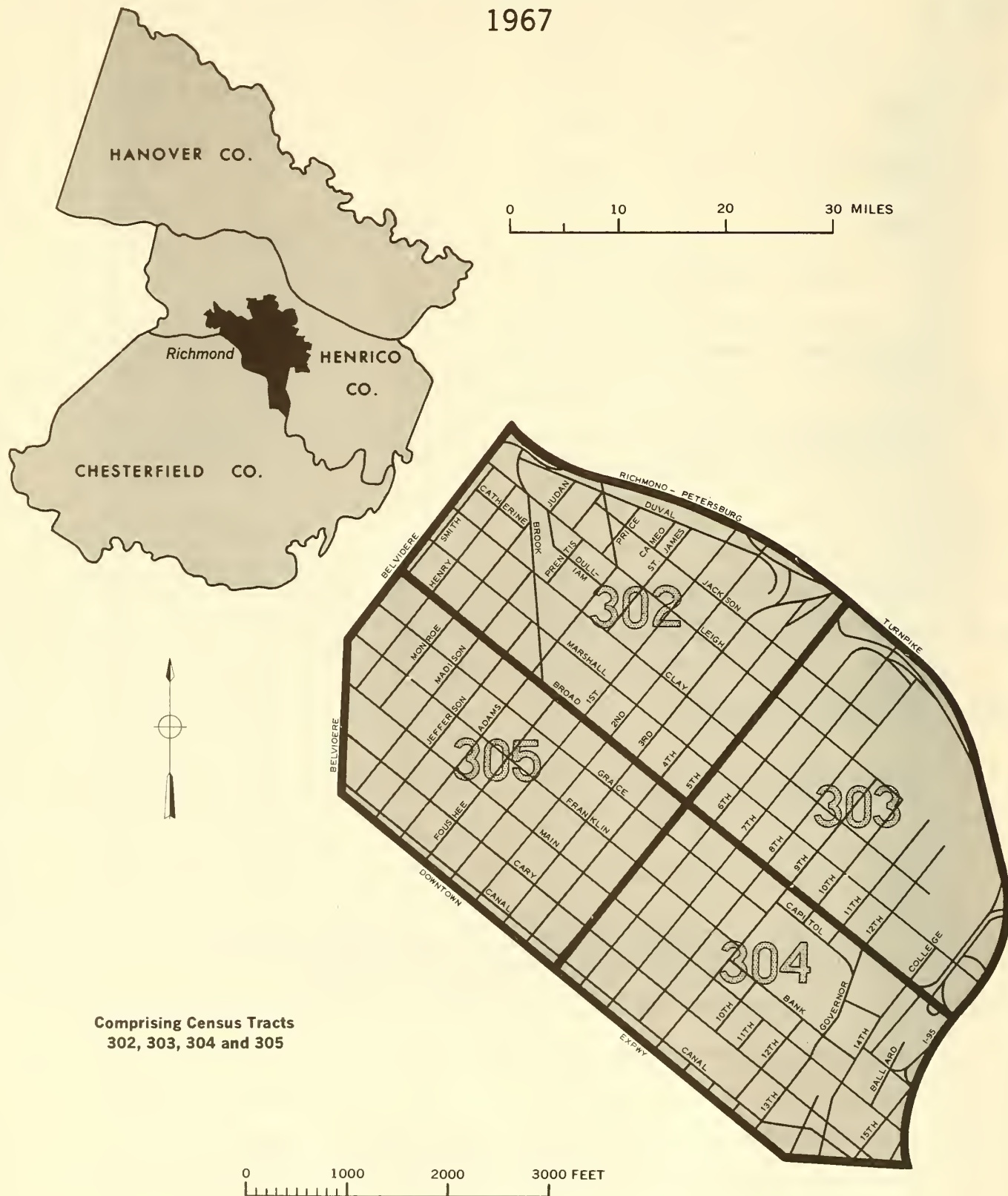
MRC No. 12 Includes establishments along Little Creek Rd. from Meadow Creek Rd. to Harmon St. (Norfolk)

MRC No. 13 Includes planned center known as "Pembroke Mall" and establishments along Virginia Beach Blvd. from Independence to Constitution extended. (Virginia Beach)

RICHMOND, VA.

Standard Metropolitan Statistical Area and Central Business District

1967



Comprising Census Tracts
302, 303, 304 and 305

RICHMOND, VA.

Standard Metropolitan Statistical Area and Central Business District 1963

STANDARD METROPOLITAN
STATISTICAL AREA
& CENTRAL CITY



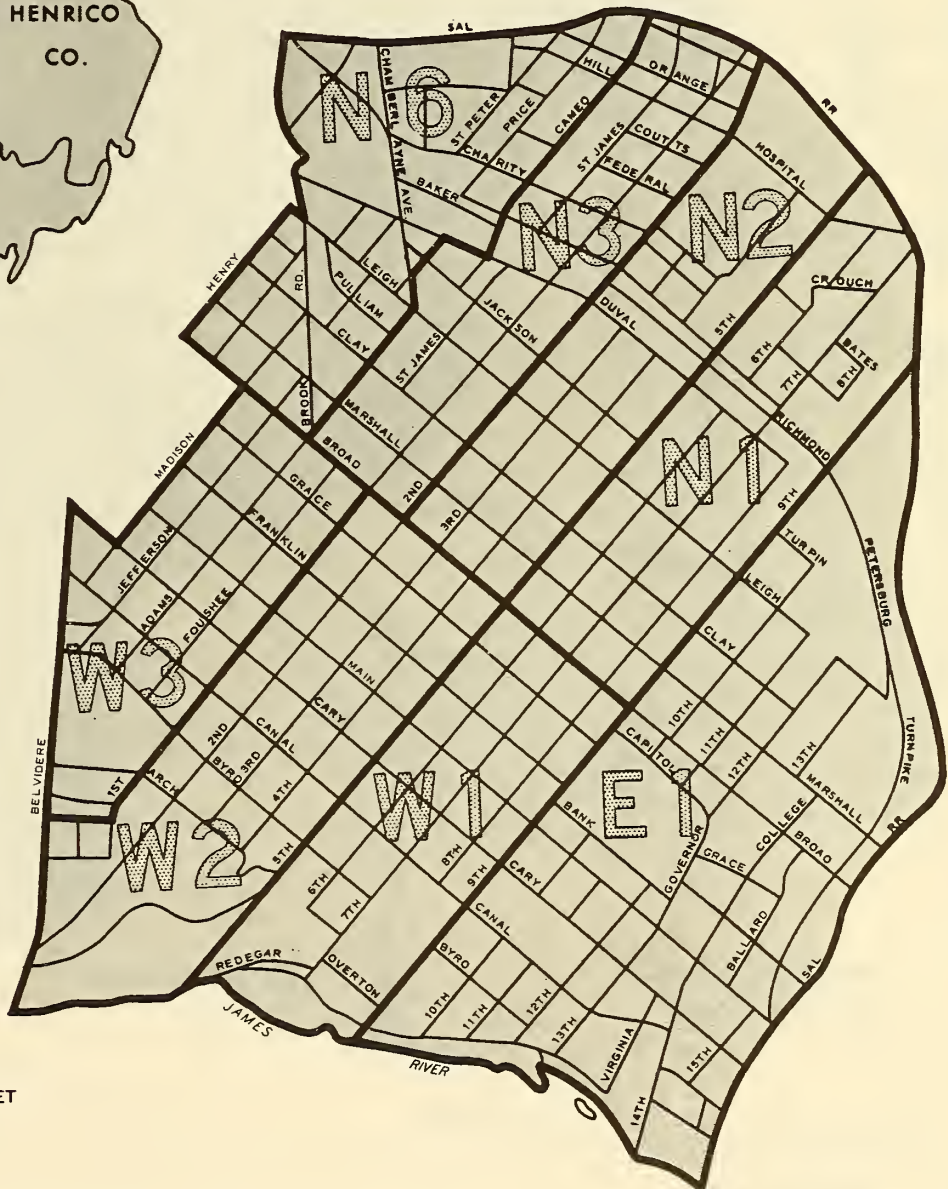
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CENTRAL
BUSINESS
DISTRICT

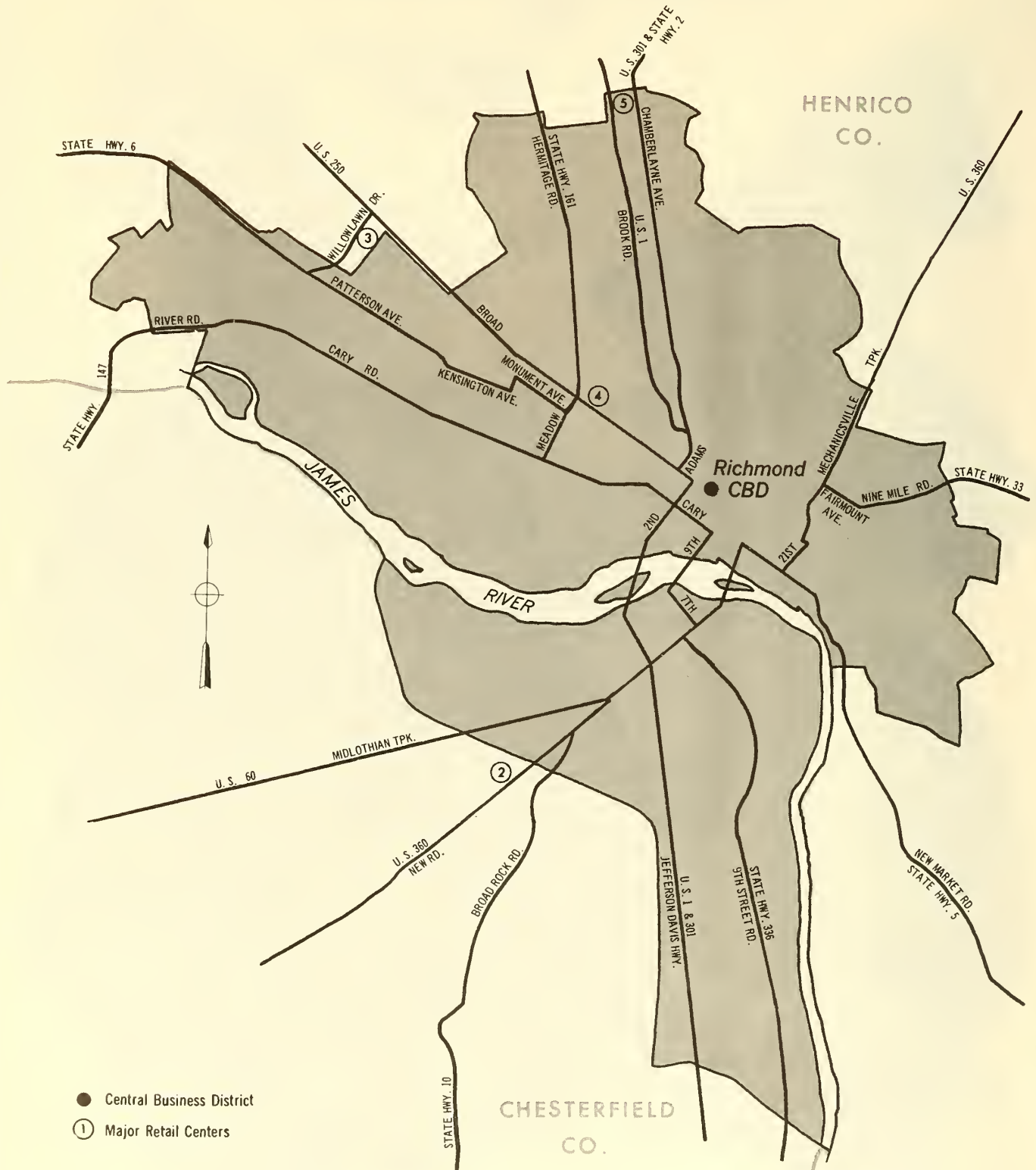
Comprising Census Tracts
E-1, N-1, N-2, N-3, N-6,
W-1, W-2 and W-3

0 1000 2000 3000 FEET



RICHMOND, VA.

City and Major Retail Centers



No. 1 Unassigned

TABLE 1. The Central Business District: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	427	132 485	22 127	6 137	567	123 906	21 977
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	5	789	132	31	11	1 208	179
5251	HARDWARE STORES.	1	(D)	(D)	(D)	2	(D)	(D)
52 EX. 5251	OTHER.	4	(D)	(D)	(D)	9	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	13	(D)	(D)	(D)	13	(D)	(D)
531	DEPARTMENT STORES.	2	(D)	(D)	(D)	3	(D)	(D)
533	VARIETY STORES.	3	4 593	876	258	4	3 723	755
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. . .	8	604	99	33	6	538	108
54	FOOD STORES.	39	5 672	424	167	77	7 084	491
55 EX. 554	AUTOMOTIVE DEALERS.	3	(D)	(D)	(D)	6	317	19
55 PT.(554)	GASOLINE SERVICE STATIONS.	19	(D)	(D)	(D)	32	(D)	(D)
56	APPAREL AND ACCESSORY STORES.	77	20 721	3 724	1 000	99	18 715	3 306
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	27	10 608	2 077	534	33	7 786	1 465
562	WOMEN'S READY-TO-WEAR STORES.	16	8 818	1 781	435	18	6 947	1 286
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	50	10 113	1 647	466	66	10 929	1 841
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	17	3 448	636	151	20	(D)	(D)
565	FAMILY CLOTHING STORES ³	14	2 900	528	154	16	1 719	261
566	SHOE STORES ³	13	3 265	432	147	22	2 793	393
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	4	(D)	(D)	(D)	8	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	57	(D)	(D)	(D)	66	11 132	2 112
5712	FURNITURE STORES.	32	7 872	1 371	281	36	7 282	1 464
OTHER 571	HOME FURNISHINGS STORES.	8	(D)	(D)	(D)	13	879	169
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	17	3 945	860	151	17	2 971	479
58	EATING AND DRINKING PLACES.	108	8 608	2 026	1 033	129	8 175	1 675
5812	EATING PLACES.	104	8 389	(D)	(D)	122	7 946	1 649
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	4	219	(D)	(D)	7	229	26
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	11	5 756	882	257	12	4 674	819
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	95	15 415	2 132	580	122	15 346	2 082
592	LIQUOR STORES.	4	4 317	184	34	5	3 958	240
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	3	345	36	9	3	488	66
597	JEWELRY STORES.	16	3 768	614	132	15	2 934	503
5992	FLORISTS.	5	1 056	235	63	6	1 080	234

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

F Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 2. The City: 1967 and 1963

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	2 093	578 707	(D)	(D)	2 160	472 640	64 529
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	64	21 827	2 687	500	89	20 570	2 342
5251	HARDWARE STORES.	35	5 717	771	168	49	5 858	727
52 EX. 5251	OTHER.	29	16 110	1 916	332	40	14 712	1 615
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	74	^r 123 871	^r 19 435	^r 4 711	68	94 378	17 990
531	DEPARTMENT STORES.	^r 12	^r 109 176	^r 19 131	^r 4 001	9	82 950	15 872
533	VARIETY STORES.	23	9 973	(D)	(D)	28	8 137	1 616
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	36	4 722	(D)	(D)	31	3 291	502
54	FOOD STORES.	403	112 416	9 106	2 553	428	83 334	6 638
55 EX. 554	AUTOMOTIVE DEALERS	115	103 809	11 688	1 986	119	101 337	10 575
55 PT. (554)	GASOLINE SERVICE STATIONS.	248	29 426	2 578	819	283	24 733	2 658
56	APPAREL AND ACCESSORY STORES	145	32 486	(D)	(D)	182	29 561	4 689
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	46	14 228	(D)	(D)	49	11 382	1 864
562	WOMEN'S READY-TO-WEAR STORES	34	12 379	(D)	(D)	25	8 474	1 465
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ¹	99	18 258	2 669	826	133	18 179	2 825
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	29	6 934	1 064	284	35	7 570	1 291
565	FAMILY CLOTHING STORES ³	26	4 212	704	234	41	5 070	719
566	SHOE STORES ³	28	5 447	724	255	43	4 528	624
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³ . . .	8	1 327	177	53	14	1 011	191
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	140	23 192	4 032	808	137	20 682	3 502
5712	FURNITURE STORES	63	12 730	2 099	434	76	12 909	2 355
OTHER 571	HOME FURNISHINGS STORES.	29	2 857	(D)	(D)	28	2 010	295
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	48	7 605	(D)	(D)	33	5 763	852
58	EATING AND DRINKING PLACES	494	39 232	8 827	3 915	478	32 538	6 802
5812	EATING PLACES.	447	37 249	8 475	3 740	439	28 576	6 478
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	47	1 983	352	175	39	3 962	324
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES	74	22 011	(D)	(D)	84	21 432	3 512
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	336	62 437	7 488	1 825	292	44 055	5 821
592	LIQUOR STORES.	18	18 484	756	134	20	14 341	770
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	13	(D)	(D)	(D)	12	1 272	152
597	JEWELRY STORES/.	30	5 435	(D)	(D)	30	3 973	645
5992	FLORISTS	23	2 793	(D)	(D)	23	2 359	492

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

^rRevised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 3. The Standard Metropolitan Statistical Area: 1967 and 1963

RICHMOND SMSA—Consists of Richmond city and Chesterfield, Hanover, and Henrico Counties, Va.

SIC code	Kind of business	1967				1963		
		Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)	Paid employees for week including March 12 (number)	Estab- lish- ments (number)	Sales (\$1,000)	Payroll, entire year (\$1,000)
	RETAIL STORES, TOTAL ¹	3 075	850 252	103 858	27 364	3 070	652 560	82 583
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS.	106	32 340	4 106	780	130	28 167	3 315
5251	HARDWARE STORES.	55	7 414	963	221	72	7 594	939
52 EX. 5251	OTHER.	51	24 926	3 143	559	58	20 573	2 376
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	^r 116	^r 147 448	^r 22 203	^r 5 381	120	111 909	19 984
531	DEPARTMENT STORES.	^r 15	^r 122 049	^r 18 411	^r 4 320	13	92 229	16 695
533	VARIETY STORES	29	12 895	(0)	(0)	43	11 389	2 232
539	MISCELLANEOUS GENERAL MERCHANDISE STORES . .	72	12 504	(0)	(0)	64	8 291	1 057
54	FOOD STORES.	606	192 864	14 898	4 034	617	135 344	10 378
55 EX. 554	AUTOMOTIVE DEALERS	183	152 919	15 993	2 748	171	131 191	13 013
55 PT.(554)	GASOLINE SERVICE STATIONS.	418	63 667	6 211	1 830	482	46 802	4 849
56	APPAREL AND ACCESSORY STORES	191	50 787	7 109	2 085	222	46 997	6 449
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	66	26 268	3 594	1 030	66	21 378	2 737
562	WOMEN'S READY-TO-WEAR STORES	48	23 921	(0)	(0)	38	18 240	2 295
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	125	24 519	3 515	1 055	156	25 619	3 712
561	MEN'S AND BOYS' CLOTHING AND FURNISHINGS STORES ³	40	9 573	1 491	379	41	9 478	1 586
565	FAMILY CLOTHING STORES ³	30	5 116	838	265	50	9 061	1 102
566	SHOE STORES ³	35	8 063	1 009	358	51	5 938	815
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³ . . .	8	1 327	177	53	14	1 142	209
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES.	215	34 539	6 027	1 199	201	27 117	4 352
5712	FURNITURE STORES	93	18 142	2 965	596	104	15 817	2 780
OTHER 571	HOME FURNISHINGS STORES.	44	3 968	738	159	34	2 628	359
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	78	12 429	2 324	444	63	8 672	1 213
58	EATING AND DRINKING PLACES	643	51 920	11 575	5 001	620	40 643	8 521
5812	EATING PLACES.	580	49 475	11 163	4 797	567	35 929	8 135
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES). . . .	63	2 445	412	204	53	4 714	386
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES	113	35 200	5 869	1 829	123	30 464	4 971
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	481	80 568	8 867	2 177	384	53 926	6 751
592	LIQUOR STORES.	27	24 339	1 020	177	24	(0)	(0)
595	SPORTING GOODS STORES AND BICYCLE SHOPS. . .	22	3 140	(0)	(0)	15	1 391	159
597	JEWELRY STORES	39	6 445	1 007	229	35	4 481	695
5992	FLORISTS	27	2 925	598	161	31	2 608	521

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

^rRevised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.³1967 data limited to "employer" establishments.⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 4. CBD, City, SMSA--Percent Change and Percent Distribution: 1967

SIC code	Kind of business	Percent change in sales 1963 to 1967			Percent distribution of sales		
		Central business district	City	Standard metropolitan statistical area	Central business district	City	Standard metropolitan statistical area
	RETAIL STORES, TOTAL ¹	6.9	22.4	30.3	100.0	100.0	100.0
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIP- MENT DEALERS	-34.7	6.1	14.8	0.6	3.8	3.8
5251	HARDWARE STORES	(D)	-2.4	-2.4	(D)	1.0	0.9
52 EX. 5251	OTHER	-54.8	9.5	21.1	(D)	2.8	2.9
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	(D)	39.7	38.9	(D)	22.8	18.3
531	DEPARTMENT STORES	(D)	41.3	41.0	(D)	20.3	15.3
533	VARIETY STORES	23.4	22.6	13.2	3.5	1.7	1.5
539	MISCELLANEOUS GENERAL MERCHANDISE STORES. .	12.3	43.5	50.8	0.5	0.8	1.5
54	FOOD STORES	-19.9	34.9	42.5	4.3	19.4	22.7
55 EX. 554	AUTOMOTIVE DEALERS.	(D)	2.4	16.6	(D)	17.9	18.0
55 PT.(554)	GASOLINE SERVICE STATIONS	21.3	19.0	36.0	(D)	5.1	7.5
56	APPAREL AND ACCESSORY STORES.	10.7	9.9	8.1	15.6	5.6	6.0
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS	36.2	25.0	22.9	8.0	2.4	3.1
562	WOMEN'S READY-TO-WEAR STORES	26.9	46.1	31.1	6.7	2.1	2.8
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	-7.5	0.4	-4.3	7.6	3.2	2.9
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	(D)	12.1	27.4	(D)	4.0	4.1
5712	FURNITURE STORES.	8.1	-1.4	14.7	5.9	2.2	2.1
OTHER 571	HOME FURNISHINGS STORES	(D)	42.1	51.0	(D)	0.5	0.5
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES	32.8	32.0	43.3	3.0	1.3	1.5
58	EATING AND DRINKING PLACES.	5.3	20.6	27.7	6.5	6.8	6.1
5812	EATING PLACES	5.6	30.3	37.7	6.3	6.4	5.8
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES) . . .	-4.4	-49.9	-48.1	0.2	0.4	0.3
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	23.1	2.7	15.5	4.3	3.8	4.1
59 EX. 591	MISCELLANEOUS RETAIL STORES ²	0.4	41.7	49.4	11.6	10.8	9.4
592	LIQUOR STORES	9.1	28.9	(D)	3.3	3.2	2.9
595	SPORTING GOODS STORES, BICYCLE SHOPS. . . .	-29.3	(D)	125.7	0.3	(D)	0.4
597	JEWELRY STORES.	28.4	36.8	43.8	2.8	0.9	0.8
5992	FLORISTS.	-2.2	18.4	12.1	0.8	0.5	0.3

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

F Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 5. CBD Sales as Percent of City and SMSA Sales: 1967

SIC code	Kind of business	Central business district sales as--	
		Percent of city sales	Percent of standard metropolitan statistical area sales
	RETAIL STORES, TOTAL ¹	22.9	15.6
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS.	3.6	2.4
5251	HARDWARE STORES	(D)	(D)
52 EX. 5251	OTHER	(D)	(D)
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	(D)	(D)
531	DEPARTMENT STORES	(D)	(D)
533	VARIETY STORES.	46.1	35.6
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	12.8	4.8
54	FOOD STORES	5.0	2.9
55 EX. 554	AUTOMOTIVE DEALERS.	(D)	(D)
55 PT.(554)	GASOLINE SERVICE STATIONS	(D)	(D)
56	APPAREL AND ACCESSORY STORES.	63.8	40.8
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS.	74.6	40.4
562	WOMEN'S READY-TO-WEAR STORES.	71.2	36.9
OTHER 56	OTHER APPAREL AND ACCESSORY STORES ²	55.4	41.2
561	MEN'S AND BOY'S CLOTHING AND FURNISHINGS STORES ³	49.7	36.0
565	FAMILY CLOTHING STORES ³	68.9	56.7
566	SHOE STORES ³	59.9	40.5
564, 7, 9	APPAREL AND ACCESSORY STORES, N.E.C. ³	(D)	(D)
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	(D)	(D)
5712	FURNITURE STORES.	61.8	43.4
OTHER 571	HOME FURNISHINGS STORES	(D)	(D)
572, 573	HOUSEHOLD APPLIANCE, RADIO, TELEVISION, AND MUSIC STORES.	51.9	31.7
58	EATING AND DRINKING PLACES.	21.9	16.6
5812	EATING PLACES	22.5	17.0
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	11.0	9.0
59 PT.(591)	DRUG STORES AND PROPRIETARY STORES.	26.2	16.4
59 EX. 591	MISCELLANEOUS RETAIL STORES ⁴	24.7	19.1
592	LIQUOR STORES	23.4	17.7
595	SPORTING GOODS STORES AND BICYCLE SHOPS	(D)	11.0
597	JEWELRY STORES.	9.3	58.5
5992	FLORISTS.	37.8	36.1

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. ^rRevised.
¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.
²1967 totals for SIC Other 56 may include data for "nonemployer" establishments which could not be classified and tabulated by detailed kind of business.
³1967 data limited to "employer" establishments.
⁴Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

TABLE 6. Major Retail Centers in the SMSA: 1967

SIC code	Kind of business	Standard metropolitan statistical area	Central business district	Major retail centers (see descriptions below)
				No. 2
	RETAIL STORES, TOTAL: ¹			
	NUMBER.	3 075	427	67
	SALES \$1,000. . .	850 252	132 485	46 555
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER.	1 362	158	20
	SALES \$1,000. . .	279 984	20 036	9 733
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²			
	NUMBER.	525	147	26
	SALES \$1,000. . .	240 774	91 759	22 834
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER.	1 188	122	21
	SALES \$1,000. . .	329 494	20 690	13 988
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL ¹	3 075	427	67
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT			
	DEALERS.	106	5	2
5251	HARDWARE STORES	55	1	-
52 EX. 5251	OTHER	51	4	2
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	119	13	9
531	DEPARTMENT STORES	18	2	4
533	VARIETY STORES.	29	3	2
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	72	8	3
54	FOOD STORES	606	39	5
55 EX. 554	AUTOMOTIVE DEALERS.	183	3	8
55 PT. (554)	GASOLINE SERVICE STATIONS	418	19	8
56	APPAREL AND ACCESSORY STORES.	191	77	10
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS. . .	66	27	4
562	WOMEN'S READY-TO-WEAR STORES.	48	16	3
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	125	50	6
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES .	215	57	7
5712	FURNITURE STORES.	93	32	1
OTHER 571	HOME FURNISHING STORES.	44	8	1
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES. . .	78	17	5
58	EATING AND DRINKING PLACES.	643	108	12
5812	EATING PLACES	580	11	12
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	63	4	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES.	113	11	3
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	481	95	3
592	LIQUOR STORES	27	4	1
595	SPORTING GOODS STORES, BICYCLE SHOPS.	22	3	-
597	JEWELRY STORES.	39	16	1
5992	FLORISTS.	27	5	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

*Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 2 Includes the planned centers known as "Southside Plaza Shopping Center" and "Circle Shopping Center" and establishments on Hull St. Rd. from Belt Blvd. to ACL RR. and on Belt Blvd. from No. 133 to Hull St. Rd. (Chesterfield Co.)

TABLE 6. Major Retail Centers in the SMSA: 1967--Continued

SIC code	Kind of business	Major retail centers--Continued (see descriptions below)		
		No. 3	No. 4	No. 5
	RETAIL STORES, TOTAL: ¹			
	NUMBER.	39	19	32
	SALES \$1,000. .	25 945	36 921	21 527
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER.	5	6	8
	SALES \$1,000. .	4 796	(0)	5 388
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²			
	NUMBER.	25	7	15
	SALES \$1,000. .	18 603	(0)	14 291
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER.	9	6	9
	SALES \$1,000. .	2 546	2 725	1 848
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL ¹	39	19	32
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT			
	DEALERS.	-	1	2
5251	HARDWARE STORES	-	1	2
52 EX. 5251	OTHER	-	-	-
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	5	2	3
531	DEPARTMENT STORES	2	2	2
533	VARIETY STORES.	3	-	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	-	-	-
54	FOOD STORES	2	3	2
55 EX. 554	AUTOMOTIVE DEALERS.	-	2	-
55 PT. (554)	GASOLINE SERVICE STATIONS	1	1	2
56	APPAREL AND ACCESSORY STORES.	17	1	7
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS.	8	-	2
562	WOMEN'S READY-TO-WEAR STORES.	8	-	1
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	9	1	5
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	3	4	5
5712	FURNITURE STORES.	-	-	-
OTHER 571	HOME FURNISHING STORES.	-	1	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES.	3	3	5
58	EATING AND DRINKING PLACES.	2	3	4
5812	EATING PLACES	2	3	4
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	-	-	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES.	1	-	2
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	8	2	5
592	LIQUOR STORES	1	-	1
595	SPORTING GOODS STORES, BICYCLE SHOPS.	-	1	-
597	JEWELRY STORES.	2	-	1
5992	FLORISTS.	1	1	-

Standard Notes: - Represents zero.

D Withheld to avoid disclosure.

NA Not available.

†Revised.

¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 3 Includes the planned center known as "Willow Lawn Shopping Center" and establishments on Willow Lawn Dr. from Monument Ave. to Broad St. Rd.

MRC No. 4 Includes the establishments on W. Broad St. from Bombardier to N. Meadow (Richmond)

MRC No. 5 Includes the planned center known as "Azalea Mall" and establishments on Azalea Ave., from Brook Rd. to Seminary Ave. and on Brook Rd. from Westbrook Ave. to Bentley St. (Richmond, Henrico Co.)

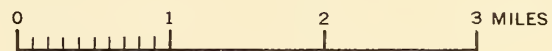
ROANOKE, VA.

Standard Metropolitan Statistical Area



0 5 10 MILES

City and Major Retail Centers



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TABLE 1. Major Retail Centers in the SMSA: 1967

ROANOKE SMSA—Consists of Roanoke city and Roanoke County, Va.

SIC code	Kind of business	Standard metropolitan statistical area	Major retail centers (see descriptions below)	
			No. 1	No. 2
	RETAIL STORES, TOTAL: ¹			
	NUMBER.	1 291	232	11
	SALES \$1,000. .	286 787	59 271	(D)
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER.	538	67	3
	SALES \$1,000. .	97 446	9 685	(D)
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²			
	NUMBER.	228	83	4
	SALES \$1,000. .	82 809	33 593	(D)
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER.	526	82	4
	SALES \$1,000. .	110 532	15 993	(D)
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL ¹	1 291	232	11
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS.	59	6	1
5251	HARDWARE STORES	27	1	-
52 EX. 5251	OTHER	32	5	1
53 PART	GENERAL MERCHANDISE GROUP STORES ¹	57	10	3
531	DEPARTMENT STORES	12	3	1
533	VARIETY STORES.	16	4	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	29	3	1
54	FOOD STORES	267	15	1
55 EX. 554	AUTOMOTIVE DEALERS.	102	13	2
55 PT. (554)	GASOLINE SERVICE STATIONS	187	12	-
56	APPAREL AND ACCESSORY STORES.	93	50	-
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS.	36	19	-
562	WOMEN'S READY-TO-WEAR STORES.	28	16	-
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	57	31	-
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES	77	23	1
5712	FURNITURE STORES.	34	13	-
OTHER 571	HOME FURNISHING STORES.	15	1	1
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES.	28	9	-
58	EATING AND DRINKING PLACES.	220	40	1
5812	EATING PLACES	196	36	1
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	24	4	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES.	51	12	1
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	178	51	1
592	LIQUOR STORES	9	4	-
595	SPORTING GOODS STORES, BICYCLE SHOPS.	8	1	-
597	JEWELRY STORES.	16	9	-
5992	FLORISTS.	11	5	-

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. [†]Revised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 1 Includes the establishments in the area bounded by: Moorman Rd., Loudon Ave., First St., Gilmer Ave., Peach Rd. Palton Ave., Spur Route 581, Elm Ave., Franklin Rd., Day Ave., 5th St. (Roanoke city) Tract 11

MRC No. 2 Includes establishments in the area bounded by Wayne St., east side of Williamson Rd., Carver Ave. and Courtland Rd. (Roanoke)

TABLE 1. Major Retail Centers in the SMSA: 1967—Continued

SIC code	Kind of business	Major retail centers—Continued (see descriptions below)		
		No. 3	No. 4	No. 5
	RETAIL STORES, TOTAL: ¹			
	NUMBER.	39	28	35
	SALES \$1,000. .	20 119	11 026	15 935
54, 58, 591	CONVENIENCE GOODS STORES:			
	NUMBER.	13	11	11
	SALES \$1,000. .	8 373	4 865	6 350
53 PT. 56, 57	SHOPPING GOODS STORES (GAF): ²			
	NUMBER.	13	12	13
	SALES \$1,000. .	10 626	4 954	7 146
52, 55, 59 EX. 591	ALL OTHER STORES:			
	NUMBER.	13	5	11
	SALES \$1,000. .	1 120	1 207	2 439
	NUMBER OF ESTABLISHMENTS			
	RETAIL STORES, TOTAL ¹	39	28	35
52	BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT			
	DEALERS.	2	2	2
5251	HARDWARE STORES	1	1	1
52 EX. 5251	OTHER	1	1	1
53 PART	GENERAL MERCHANDISE GROUP STORES ¹ 5	5	4	4
531	DEPARTMENT STORES	3	2	2
533	VARIETY STORES.	1	2	1
539	MISCELLANEOUS GENERAL MERCHANDISE STORES.	1	-	1
54	FOOD STORES	4	6	5
55 EX. 554	AUTOMOTIVE DEALERS.	1	-	-
55 PT. (554)	GASOLINE SERVICE STATIONS	2	-	4
56	APPAREL AND ACCESSORY STORES.	6	5	8
562, 3, 8	WOMEN'S CLOTHING, SPECIALTY STORES, FURRIERS. . .	2	3	4
562	WOMEN'S READY-TO-WEAR STORES.	2	3	2
OTHER 56	OTHER APPAREL AND ACCESSORY STORES.	4	2	4
57	FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES .	2	3	1
5712	FURNITURE STORES.	-	-	-
OTHER 571	HOME FURNISHING STORES.	1	-	-
572, 573	HOUSEHOLD APPLIANCE, RADIO, TV, MUSIC STORES. . .	1	3	1
58	EATING AND DRINKING PLACES.	7	4	5
5812	EATING PLACES	5	4	5
5813	DRINKING PLACES (ALCOHOLIC BEVERAGES)	2	-	-
59 PT. (591)	DRUG STORES AND PROPRIETARY STORES.	2	1	1
59 EX. 591	MISCELLANEOUS RETAIL STORES ³	8	3	5
592	LIQUOR STORES	-	1	1
595	SPORTING GOODS STORES, BICYCLE SHOPS.	-	-	-
597	JEWELRY STORES.	1	-	1
5992	FLORISTS.	-	-	-

Standard Notes: - Represents zero. D Withheld to avoid disclosure. NA Not available. [†]Revised.¹Excludes nonstore retailers (i.e., mail order, direct selling, merchandise vending machine operators) part of SIC 53.²Stores in the general merchandise, apparel, and furniture and appliance groups; these stores specialize in department store type of merchandise.³Includes data for those kinds of business in SIC 59 (except 591) not covered in any of the lines below.

MRC No. 3 Includes the planned center known as "Crossroads Shopping Mall" and establishments on Williamson Rd. from Hearthstone Rd. to Birchlawn on Curtis Ave. from Airport Rd. (Maitland) to Williamson Rd. and at the intersection of Williamson Rd. Airport Rd. (Maitland) and Hershberger Rd. (Roanoke and Roanoke Co.)

MRC No. 4 Includes the planned center known as "Roanoke-Salem Plaza" and establishments on Melrose Ave., N.W. from Monroe St. N.W. to Peters Creek Rd. (Roanoke)

MRC No. 5 Includes the planned center known as "Towers Shopping Center" and establishments in the area bounded by: north side of Brandon Ave. S.W., south side of Colonial Ave. S.W. and 23rd Street ext. (Roanoke)

Appendix

GENERAL EXPLANATION

CENSUS COVERAGE

Method of Coverage—Effective with the 1967 Census of Business, a major shift in the method of compiling data was introduced. In the 1954, 1958, and 1963 Censuses data for all "employer" establishments (those which had some paid employment during the census year) were obtained through a mail canvass. Information for "nonemployers" was obtained from Federal income tax records.

In the 1967 Census of Business, retail firms were divided into two categories—the "mail universe" and the "nonmail" universe. The coverage of each component and the method of obtaining census information for these two groups are described below.

1. The "nonmail" universe—This group consists of firms which were not required to file a regular census return and includes the following categories:

a. All "nonemployers"—Consists of all firms with no paid employment during 1967. Sales information for these firms was obtained from 1967 Federal income tax records. Although made up of a large number of firms, the nonemployer segment accounts for only about 5 percent of total retail sales. (See "Comparison of the 1963 Census With the 1967 Census," item 4, on the next page.)

In the 1967 Census, data for all nonemployer establishments were compiled from tax records. In the 1963 Census, data were compiled from only one-half of the nonemployer tax returns and were multiplied by 2 to establish census totals.

The census included only those retail nonemployer firms which reported as a sales volume of \$2,500 or more during 1967 or, having been in operation for less than the full year, reported sales which would have reached a total of \$2,500 or more on an annual basis. This treatment is the same as in the 1963 Census.

b. Selected "small employers"—"Employers" consist of all business firms in the active records of the Internal Revenue Service (IRS) which were subject to payment of Federal Insurance Contribution Act (FICA) taxes. "Small employers" consist basically of all those single unit firms with payroll below a specified cutoff (except for a 10-percent sample of these which were included in the "mail" universe). The cutoff varied by kind of business and was designed, in most cases, to limit the "nonmail" group to establishments which would account for approximately 20 percent of total sales in each kind of business. The "number-of-employee" equivalent of the payroll cutoff generally was in the range of one to three employees.

Data on sales, payroll, and employment for "under cutoff" employer firms were obtained from the administrative records of the Internal Revenue Service (IRS) and the Social Security Administration (SSA).

2. The "mail" universe—Information for firms in this group was obtained basically by means of a mail canvass. However, information on first quarter payroll and mid-March employment for single-unit employers (section b below) was obtained from IRS and SSA records. The "mail" universe includes the following categories:

a. Firms in the census prec canvass—The census prec canvass operation was basically designed to identify firms which operated units at more than one location.

Firms which were included in the prec canvass were drawn primarily from 1963 Census records of multiunit firms and large employers. Miscellaneous categories of organizations (e.g., cooperative associations; State, county, and municipal liquor stores; and retail stores of utility companies) were also included in the prec canvass.

b. Firms not in the census prec canvass—Other firms included in the "mail" universe consist of the following categories:

- (1) The 10 percent of "small employer" firms referred to in section 1-b above.
- (2) Other employers than those covered by section 1-b or 2-a above.

Comparison of the 1963 Census with the 1967 Census—Except for the method of coverage described above, the 1963 and 1967 censuses were conducted under similar conditions and procedures. Strict comparability of the data for the two censuses is limited by the following factors:

1. Classification—For both 1963 and 1967, nonemployer firms were classified on the basis of information supplied on the Federal income tax returns. However, the 1967 classifications for "nonemployer" firms were coded in less detail than in 1963. Therefore, 1967 data for the combination of "employer" and "nonemployer" establishments are presented in less kind-of-business detail than was the case in 1963. Data for employer establishments, however, are shown in full detail.

For 1963, nonemployer firms were classified by IRS personnel with technical assistance of Census Bureau personnel. For 1967, classification of these firms was performed by personnel of the IRS through use of a coded listing of the kinds of business which were to be separately identified. While the technique of classification was substantially the same and was based on the firm's description of its principal business activity, greater use was made in 1967 of "basket" classifications (e.g., miscellaneous food stores).

The 1967 Census classification for the small employer firms (see coverage of employers above) which were not mailed the Census report form was based on the following:

a. If the firm had been in business in 1963, the kind-of-business classification which had been assigned in that census was used.

b. If the firm was a "birth" since 1963, the SSA classification was used if it corresponded to a census classification.

c. If an adequate kind-of-business classification could not be assigned under the procedure outlined in a. and b. above, the firm was mailed a brief inquiry requesting information needed to assign such a classification.

d. If these three procedures proved inadequate, the firm's description of its principal business activity as entered on its IRS business tax return was used.

The 1967 Census classification for establishments in the mail universe (section 2 above) was assigned on the basis of answers to questions on sales by merchandise lines and other special inquiries.

In addition to differences in classification based on the method of enumeration, some changes were made in the 1967 Census in the individual kind-of-business classifications which are detailed in the "Kind-of-Business Classifications" section below. The kinds of business involving significant changes are building materials dealers, optical goods stores, and refreshment places. These changes importantly limit the comparability of the 1967 Census data for these kinds of business with those for the previous census.

2. Areas—The physical area of a number of urban places for which data are shown in the 1967 Census is not the same as it was in the 1963 Census because of annexations and other boundary changes which occurred since 1963.

3. Active proprietors—In the 1963 Census, the number of active proprietors of unincorporated businesses was computed by crediting sole proprietorships with one proprietor and partnerships with two

proprietors for each establishment in business during the week of November 15. In this report, the count of active proprietors is based on crediting each sole proprietorship with one active proprietor and each partnership with two active proprietors for the following types of firms, including multiunit firms:

- a. All "employer" firms which had a first quarter 1967 payroll.
- b. All "nonemployer" firms in business the full year.
- c. Every second "nonemployer" firm not in business the full year.

4. Coverage of nonemployers—Although a comparison of data for nonemployer firms from the 1963 and 1967 Censuses seems to indicate that there was an increase in the number of such firms and that they accounted for approximately as large a proportion of total retail sales volume in 1967 as in 1963, these conclusions are subject to the following limitations:

The combination of (1) the census processing cutoff occurring before the completion of the flow of tax forms from which the census nonemployer data were derived and (2) other processing omissions is estimated to have led to a loss of about 50,000 nonemployer firms, accounting for about one-half of 1 percent of retail sales volume in 1963. This estimate, which is based on a study of a sample of tax forms made after the 1963 Census results were compiled, reflects a more substantial census omission than previously had been estimated. Because of a later processing date for the 1967 Census, omissions from this census are believed negligible. Both censuses probably omitted a small number of nonemployers (accounting for a negligible sales volume) because the tax form kind-of-business description was inadequate to indicate they conducted an inscope kind of business.

As noted in section 1-a under "Method of Coverage" above, only those retail nonemployer establishments were included in the census which reported a sales volume of \$2,500 or more during 1967 or, having been in operation for less than the full year, reported sales which would have reached a total of \$2,500 or more on an annual basis. While these are the same rules used in the 1963 Census, a modification to reflect price changes probably would have resulted in the exclusion of several thousand additional marginal firms.

5. Payroll—In 1963 the inclusion in payroll of gratuities received by employees from patrons was not requested. In 1967, both in the case of payroll reported to the Internal Revenue Service and payrolls reported to the Census Bureau, businesses were requested to include in payroll the amount of tips and gratuities which were reported to employers as received by employees from patrons.

EXPLANATION OF TERMS

Establishments—An establishment is a single physical location at which business is conducted. An establishment is not necessarily identical with the "company" or "enterprise" which may consist of one or more establishments. Census of Business figures represent a summary of reports for individual establishments rather than companies. For businesses which were mailed a census form, separate information was obtained for each location where business was conducted, including each location of multiunit organizations. Each report was tabulated in accordance with the physical location at which the business was conducted.

Where two or more activities were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment, and the entire establishment was classified on the basis of its major activity, with all data for it included in that classification. However, in cases where distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted under the same ownership at a single location, and where conditions prescribed by the Standard Industrial Classification (SIC) Manual¹ for recognizing the existence of more than one establishment were met, separate establishment reports for each of the different activities were reported in the census.

In the case of leased departments (separately owned businesses operated as departments of a retail business under another ownership such as a separately owned shoe department in a department store),

only a single establishment combining leased departments with the retail establishment in which they are located is recognized for 1967 Census purposes.

Sales—Sales include merchandise sold and receipts from repairs and from other services to customers whether or not payment was received in 1967. Sales are net of deductions for refunds and allowances for merchandise returned by customers. Trade-in allowances are not deducted from total sales. Total sales exclude amounts other than those received from customers, such as income from investments, rental of real estate, etc. They include local and State sales taxes and Federal excise taxes collected by the store directly from customers and paid directly by the store to a local, State, or Federal tax agency. Gasoline, liquor, tobacco, and other excise taxes which are paid by the manufacturer or wholesaler and passed along to the retailer are also included.

Sales do not include retail sales made by manufacturers, wholesalers, service establishments, and other businesses whose primary activity is other than retail trade. They do, however, include receipts other than from the sale of merchandise at retail (e.g., service receipts, sales to industrial users, and sales to other retailers) by establishments primarily engaged in retail trade.

Although the count of establishments in this report represents the number in business at the end of the year, the sales figures include sales of all establishments in business at any time during the year. Data for nonemployer establishments are included in the tables if they operated at an annual sales volume rate of \$2,500 or more; however, data for part year nonemployers have not been projected to a full year's operation.

Payroll, entire year—Payroll includes all forms of compensation such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (such as free meals and lodgings) paid during the year to all employees. Tips and gratuities received by employees from patrons which are reported to employers are included. For corporations, it includes amounts paid to officers and executives; for unincorporated businesses, it does not include compensation of proprietors or of partners. Payroll is reported before deductions for Social Security, income tax, insurance dues, etc. This definition of payroll is the same as that used by the Internal Revenue Service for purposes of reporting on Form 941.

Paid employees for the pay period including March 12, 1967—Paid employees consist of the number of employees, including salaried officers and executives of corporations, who were on the payroll in the pay period including March 12, 1967. Included are employees on paid sick leave, paid holidays, and paid vacations. Proprietors and partners of unincorporated businesses are not included. The definition of paid employees is the same as used in reporting on IRS Form 941.

KIND-OF-BUSINESS CLASSIFICATIONS

Retail trade, as defined in major groups 52 through 59 of the 1967 edition of the SIC Manual, includes establishments primarily engaged in selling merchandise to customers for personal, household, or farm use. Some of the important characteristics of retail trade establishments are: (1) The establishment is engaged in activities to attract the general public to buy; (2) the establishment buys or receives merchandise as well as sells; (3) the establishment may process its products, but such processing is incidental or subordinate to selling; and (4) the establishment is considered "retail" by the trade.

In this report, liquor stores operated by State and local governments, classified in SIC major groups 92 and 93, are also included.

Excluded from retail trade are places of business operated by institutions and open only to members or personnel, such as school cafeterias, restaurants and bars operated by clubs, eating places operated by industrial and commercial enterprises for their own employees, establishments operated by agencies of the Federal Government on military posts, hospitals, etc.

As noted in the introduction, this report does not include data for nonstore retailers (part of SIC major group 53).

Establishments covered by the census were assigned a kind-of-business classification in accordance with the provisions of the 1967 edition of the SIC Manual. However, because in some instances a more detailed classification is required for census purposes than is available in the SIC

¹ Executive Office of the President, Bureau of the Budget, Standard Industrial Classification Manual, 1967.

Manual, additional kinds of business have been identified within the SIC categories.

It should be noted that kind-of-business classifications are not interchangeable with commodity classifications. Most businesses sell a number of kinds of commodities. The kind-of-business code assigned generally reflects either the individual commodity or the commodity group which is the primary source of the establishment's receipts or some mixture of commodities which characterize the establishment's business. Thus, the classification of establishments by kind of business generally does not make it possible to determine either the number of establishments handling a particular commodity or the sales of that commodity. For example, the "food group" classification excludes stores selling some food if the sale of food is not the primary source of receipts; moreover, even though stores are classified as "food stores" some of their receipts may be derived from the sale of nonfood products. (Some indication of the extent to which various broad groups of commodities or lines of merchandise are characteristic of different kinds of business will be available in the Census of Business report, Merchandise Line Sales, Series BC67—MLS.)

The basis for kind-of-business classification is described above in the sections under "Method of Coverage" and "Comparison of the 1963 Census With the 1967 Census—Classification." Descriptions of those kinds of business for which data are provided follow.

BUILDING MATERIALS, HARDWARE, AND FARM EQUIPMENT DEALERS (SIC Major Group 52)

This major group includes establishments primarily selling lumber, building materials, the basic lines of hardware, paint, wallpaper, glass, electrical supplies, roofing materials, and other equipment and supplies for all types of construction. Establishments primarily selling farm equipment are also included. Establishments in this group sell to contractors as well as to the general public. Establishments in this group which do not deal in lumber or millwork are classified as retail trade if sales to the general public equal 15 percent or more of total sales and sales to the general public and contractors combined equal 50 percent or more of total sales; otherwise they are classified as wholesale trade.

Establishments which deal in lumber as well as other building materials, whose reported sales of lumber and millwork are 1 percent or more of their total sales and whose sales to the general public amounted to 1 percent or more of total sales, are classified as retail if their sales to the general public and to contractors combined equal 50 percent or more of total sales. In 1963, establishments dealing in lumber and other building materials were classified as "wholesale" if less than 15 percent of their total sales were to the general public.

Hardware stores (SIC 5251)—Establishments primarily selling a number of basic hardware line tools, builders' hardware, paint, glass, housewares, household cutlery, and roofing materials.

GENERAL MERCHANDISE GROUP STORES (SIC Major Group 53, Except "Nonstore Retailers")

This group includes all establishments within SIC major group 53, "General Merchandise," except for "nonstore" establishments (SIC 532, 534, and 535), which for purposes of this publication are separately classified. (See "Nonstore Retailers" below.) This major group includes establishments which sell several lines of merchandise such as dry goods, apparel and accessories, furniture and home furnishings, small wares, hardware, and food.

Department stores (SIC 531)—Establishments normally employing 25 people or more, having sales of apparel and softgoods combined amounting to 20 percent or more of total sales, and engaged in selling each of the following lines of merchandise:

1. Furniture, home furnishings, appliances, radio and TV sets.
2. A general line of apparel for the family.
3. Household linens and dry goods.

For establishments classified as department stores in 1963, sales of any one of the above merchandise lines cannot exceed 85 percent of

total sales; for establishments included in classifications other than department stores in 1963, sales of any one of these lines cannot exceed 75 percent of total sales; for all other establishments to qualify as department stores, sales of each of the lines listed above must be less than 80 percent of total sales.

An establishment with total sales of \$5 million or more is classified as a department store even if sales of one of the merchandise lines described above exceeds the maximum percent of total sales, provided that the combined sales of the other two groups is \$500,000 or more. Relatively few stores are included in this classification as a result of this special rule and most of those which are would otherwise have been classified in the apparel group (SIC major group 56).

Variety stores (SIC 533)—Establishments primarily selling a variety of merchandise in the low and popular price ranges such as stationery, apparel and accessories, housewares, toys, toilet articles, hardware, and confectionery. These establishments frequently are known as "5 and 10 cent" stores and "5 cents to a dollar" stores, although merchandise is usually sold outside these price ranges.

Classification of stores in this category is primarily based on self-designation by the store operators. In the 1963 Census of Business this industry was titled "limited price variety stores."

FOOD STORES (SIC Major Group 54)

Establishments primarily selling food for home preparation and consumption. Establishments primarily selling prepared food and drinks for consumption on their own premises are classified as "Eating and Drinking Places" (SIC major group 58) and stores primarily engaged in selling packaged beers and liquors are classified separately as "Liquor stores" (SIC 592).

AUTOMOTIVE DEALERS (SIC Major Group 55, Except 554)

This group includes establishments which sell new and used automobiles and new parts and accessories, aircraft and marine dealers, and mobile home dealers. Establishments dealing exclusively in used parts are classified in SIC 5933, "Secondhand stores." Automotive distributors whose sales are primarily to dealers, and establishments primarily engaged in selling trucks and motorized industrial equipment are included in the Wholesale Trade portion of the Census of Business.

GASOLINE SERVICE STATIONS (SIC 554)

Establishments primarily selling gasoline and automotive lubricants. Usually these establishments also sell tires, batteries, and accessories, and perform minor repair work and services. Establishments called garages but deriving more than half of their receipts from sale of gasoline and oil are included.

APPAREL AND ACCESSORY STORES (SIC Major Group 56)

Establishments in this group are primarily engaged in selling clothing of all kinds and related articles for personal wear and adornment. Not included in this group are establishments which meet the criteria for department stores (SIC 531) or general merchandise stores (part of SIC 539) even though most of their receipts are from the sale of apparel and apparel accessories.

Women's clothing, specialty stores; furriers (SIC 562, 563, and 568)—Comprises the following industries:

Women's ready-to-wear stores (SIC 562)—Establishments primarily selling women's and girls' ready-to-wear apparel. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80 percent or more of total sales, (2) sales

of all women's and girls' apparel are three or more times the sales of all men's and boys' apparel, and (3) sales of dresses, coats and suits, and furs are two or more times greater than sales of millinery, hosiery, underwear, blouses, handbags, and other apparel and accessories.

Establishments primarily selling garments made to customer order are classified as "Custom tailors" (SIC 567).

Women's accessory and specialty stores (SIC 563)—Establishments primarily selling a specialized line of women's and girls' apparel items (such as sportswear, beachwear, blouses, and hosiery) and women's accessories and specialties, such as millinery (ready to wear and custom made), foundation garments, lingerie, gloves, and handbags. Included in this industry are establishments which meet the definition for women's ready-to-wear stores except that receipts from sales of dresses, coats, suits, and furs are not twice as much or more than sales of other women's and girls' apparel. Establishments which sell men's and boys' apparel in combination with women's and girls' apparel may be classified as "Family clothing stores" (SIC 565) under conditions specified in the definition for that kind of business.

Furriers and fur shops (SIC 568)—Establishments primarily selling furs and fur garments. Establishments primarily engaged in selling fur garments made on their own premises to individual order are also included.

Men's and boys' clothing and furnishings stores (SIC 561)—Establishments primarily selling men's and boys' ready-to-wear clothing and furnishings. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 50 percent or more of total sales, and (2) receipts from sales of all men's and boys' apparel are three or more times the receipts from sales of all women's and girls' apparel. Establishments primarily selling garments made to customer order are classified as "Custom tailors" (SIC 567).

Family clothing stores (SIC 565)—Establishments primarily selling clothing, furnishings, and accessories for men, women, and children, without specializing in any one line. Establishments are included in this category provided (1) their sales of all types of apparel (except as noted in the definition for general merchandise group stores) account for 80 percent or more of their total sales, (2) sales of all women's and girls' apparel items are not more than three times the sales of all men's and boys' items, and (3) the sales of all men's and boys' apparel items are not more than three times the sales of all women's and girls' apparel items.

Shoe stores (SIC 566)—Establishments primarily selling any one line or a combination of the lines of men's, women's, and children's footwear.

Apparel and accessory stores, n.e.c. (SIC 564, 567, and 569)—Comprises the following industries:

Children's and infants' wear stores (SIC 564)—Establishments primarily selling children's and infants' clothing, furnishings, and accessories.

Custom tailors (SIC 567)—Establishments primarily selling men's and women's outer garments such as suits, overcoats, uniforms, dresses, etc., made on their own premises to customer order. Establishments primarily selling furs and fur apparel are classified as "Furriers and fur shops" (SIC 568).

Miscellaneous apparel and accessory stores (SIC 569)—Establishments primarily selling specialized lines of apparel and accessories not elsewhere classified.

FURNITURE, HOME FURNISHINGS, AND EQUIPMENT STORES (SIC Major Group 57)

Establishments primarily selling merchandise used in furnishing the home, such as furniture, floor coverings, draperies, glass and chinaware,

domestic stoves, refrigerators, and other household electrical and gas appliances, including radio and TV sets. Also included are musical instrument stores and music and record shops.

Furniture stores (SIC 5712)—Establishments primarily selling household furniture, mattresses, springs, and other sleep equipment. (Establishments selling household appliances, record players, and radio and TV sets, are also included if receipts from sales of furniture and sleep equipment exceed those from sales of the other commodity lines named.)

Home furnishings stores (SIC 571, except 5712)—Establishments primarily selling floor coverings; curtains, draperies, and upholstery materials; china, glassware, and metalware; lamps and lampshades; blinds and window shades; picture frames and mirrors; etc.

Household appliance, radio-TV, music stores (SIC 572 and 573)—Comprises the following industries:

Household appliance stores (SIC 572)—Establishments primarily selling electric and gas household appliances such as washers, dryers, refrigerators, stoves, freezers, vacuum cleaners, electric irons, percolators, hot plates, dehumidifiers, self-contained room air conditioners, and other household appliances. Some public utility companies operate establishments primarily engaged in the sale of electric and gas appliances for household use. Such establishments are also included in this classification. Also included are establishments selling furniture, sleep equipment, phonographs, radio and TV sets, provided the receipts from the sales of household appliances exceed those of other merchandise.

Radio and television stores (SIC 5732)—Establishments primarily selling radios, television sets, record players, tape recorders, and other sound reproducing equipment. Installation may be performed incidental to the sale of these items.

Establishments which also sell furniture, sleep equipment, and household appliances are included provided the receipts from sales of radios, television sets, phonographs, and tape recorders exceed those of other merchandise. Radio and television repair shops are classified in SIC 7622 and are included in the Selected Services portion of the Census of Business.

Record shops (part of SIC 5733)—Establishments primarily selling phonograph records and albums. Related merchandise is also frequently sold in these stores.

Musical instrument stores (part of SIC 5733)—Establishments primarily selling musical instruments such as organs, pianos, horns, stringed instruments, and percussion instruments. Other musical supplies may also be sold in these stores.

EATING AND DRINKING PLACES (SIC Major Group 58)

This major group includes establishments primarily selling prepared foods and drinks for consumption on or near the premises; and lunch counters and refreshment stands selling prepared foods and drinks for immediate or "take-home" consumption. Also included are caterers who sell prepared foods which are served elsewhere than at their place of business and in-plant food contractors. Eating and drinking places operated as leased concessions in theaters, hotels, motels, and places of amusement are included here. Candy and popcorn stands located in theaters are, however, included in SIC 54 as "Food Stores."

Eating places (SIC 5812)—Comprises the following industries:

Restaurants, lunchrooms, caterers—Establishments primarily selling prepared food and drink for consumption either on the premises or at a place designated by the customer. Establishments calling themselves caterers but not selling prepared foods as part of their business activity are not included in this category.

Establishments in which sales of alcoholic beverages for consumption on the premises exceed receipts from sales of prepared foods

and nonalcoholic beverages are classified as "Drinking places" (SIC 5813). Counter or table service may be provided at establishments calling themselves restaurants or lunchrooms.

Cafeterias—Establishments primarily selling prepared foods and drinks for consumption on the premises. In these establishments the customers serve themselves.

Refreshment places—Establishments primarily selling limited lines of refreshments and prepared food items. Included in this group are establishments which prepare refreshment items such as frozen custard, pizza, barbequed chicken, and hamburgers for consumption either on or near the premises or for "take-home" consumption.

In the 1963 Census of Business, ice cream, frozen custard, soft ice cream, and similar refreshment items sold from trucks were included in this classification. In the 1967 Census of Business, these establishments are classified as "Direct selling (house-to-house canvass) establishments" (SIC 5351) in the "Nonstore Retailers" group and are not included in this series of reports.

Drinking places (alcoholic beverages) (SIC 5813)—Establishments primarily selling drinks such as beer, ale, wine, liquor, and other alcoholic beverages for consumption on the premises. Prepared foods are frequently sold at these establishments, but receipts from sales of alcoholic beverages exceed receipts from sales of food.

DRUG STORES AND PROPRIETARY STORES (SIC 591)

Drug stores (part of SIC 591)—Establishments selling prescriptions, proprietary drugs, patent medicines, and other health and first-aid products. Usually these establishments also sell a variety of other merchandise such as cosmetics, toiletries, candy, tobacco products, magazines, and toys.

MISCELLANEOUS RETAIL STORES (SIC Major Group 59, Except 591)

This major group includes retail stores not elsewhere classified. In the 1963 Census of Business this group was called "Other retail stores."

Liquor stores (SIC 592), also government-operated liquor stores (part of major groups 92 and 93)—Establishments primarily selling packaged alcoholic beverages such as ale, beer, wine, and whiskey for consumption off the premises. Liquor stores operated by States, counties, and municipalities are included.

Sporting goods stores; bicycle shops (SIC 595)—Establishments primarily selling a general or specialized line of sporting goods and equipment for hunting, camping, fishing, skiing, riding, tennis, golf, and

other sports; and gymnasium and playground equipment. Also, establishments primarily selling bicycle and bicycle parts and accessories.

Jewelry stores (SIC 597)—Establishments primarily selling any combination of the lines of jewelry such as diamonds and other precious stones mounted in precious metals as rings, bracelets, and brooches; sterling and plated silverware; and watches and clocks.

Florists (SIC 5992)—Establishments primarily selling cut flowers and growing plants. Greenhouses and nurseries are not included in the Census of Business unless receipts are primarily from sales of products not grown on the premises.

In addition to the kinds of business described above, for which data are shown separately in this report, this group includes other retail stores, such as antique and secondhand stores; hay, grain, feed, and other farm supply stores; garden supply stores; coal, wood, ice, fuel oil, and liquefied petroleum gas dealers; cigar stores, stands; newsdealers, newsstands; gift, novelty, souvenir shops; optical goods stores; type-writer stores; luggage, leather goods stores; hobby, toy, game shops; religious goods stores; pet shops; and other establishments selling specialized lines of merchandise, such as collectors' items and supplies, artists' supplies, and other lines not elsewhere classified. Although data for these establishments are not shown separately, they are included in the group total.

NONSTORE RETAILERS (Part of SIC Major Group 53)

The establishments primarily engaged in these activities are not included in this series of reports of the 1967 Census of Business but are included in all other retail trade publications of the census. Included in this classification are mail-order houses, merchandise vending machine operators, and direct selling (house-to-house) organizations. In this census, the sales made at catalog sales desks in retail stores were tabulated as part of the stores' sales rather than as a part of the sales of mail-order houses, as had been done in the earlier censuses.

SPECIAL TABULATIONS

Special tabulations of data collected in the 1967 Census of Business may be obtained on computer tape, on punch cards, or in tabular form. The data provided in such special tabulations will be in summary form and will be subject to the same rules prohibiting disclosure of confidential information (including name, address, kind of business, or other data for individual business establishments or companies) as are the regular publications.

Special tabulations are prepared on a cost basis and the request for a cost estimate, as well as exact specifications on the type and format of the data to be provided, should be directed to: Chief, Business Division, Bureau of the Census, Washington, D.C. 20233.

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